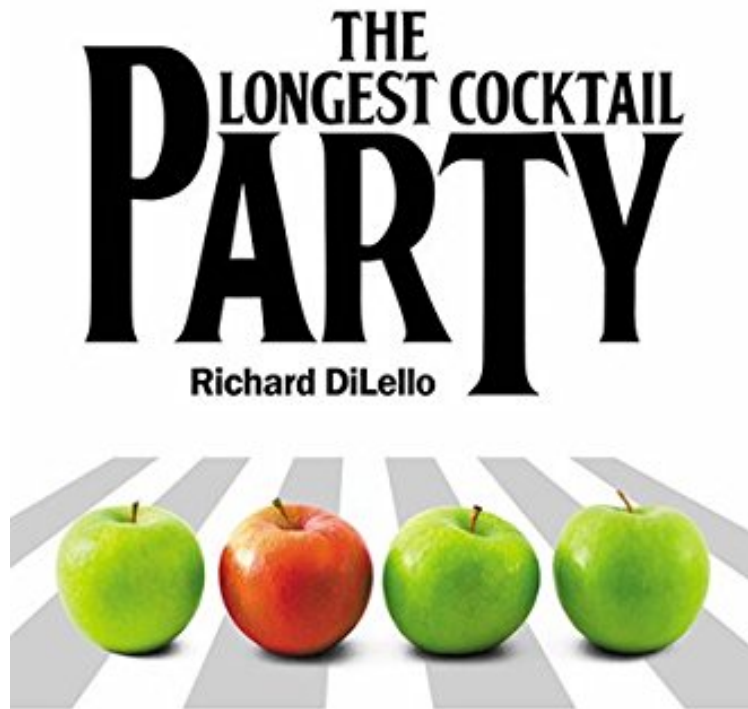


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The Longest Cocktail Party: Paperback Book

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**An Insider Account of The Beatles & the Wild Rise
and Fall of Their Multi-Million Dollar Apple Empire**



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The Beatles, Richard DiLello : The Longest Cocktail Party: Paperback Book before purchasing it in order to gage whether or not it would be worth my time, and all praised The Longest Cocktail Party: Paperback Book:

3 of 3 people found the following review helpful. finally back in print!By thediamondseaThis is a good, juicy, salacious, swinging-sixties, Mad-Men-for-Real, fly-on-the-wall memoir written by Apple Corps' "House Hippie," who actually got paid to hang around Derek Taylor (the Beatle's press officer)'s office and watch the craziness of 1967-1970 unfold. I only wish there were more!0 of 0 people found the following review helpful. Good history and analysis of hippiedom from somebody who failed to provide warnings; makes a good textbook for business class.By

CustomerAnother Apple employee who wasted everybody's time and Beatle money-- none of them blame themselves for that-- turned historian. But this is early-published Beatle history that Lennon read and came to understand why Apple failed-- he didn't blame himself for that either.0 of 0 people found the following review helpful. Not what I expectedBy RenoAlthough this book gave some insight into the daily activities of the Press Office within Apple, that's about all it did. The last portion of the book seemed to be nothing more than a reprint of newspaper articles regarding legal actions between Paul and the other three.

Apple Records was a noble experiment created in the spirit of the 1960s by four musicians who came to represent everything that was best about those tumultuous, experimental, and liberating times. The Beatles started out with the greatest of intentions, but reality soon got in the way. Much has been written about this period in the history of The Beatles' evolution and dissolution---some of it true, some of it wildly exaggerated, but not much of it first-hand. The Longest Cocktail Party is a rare exception. Written by Richard DiLello, who served as Apple Record's "House Hippie" from 1968 to 1970, this unusual first-hand glimpse into The Beatles' empire humorously chronicles the stranger-than-life stories that were to become legendary, including visits by the Hell's Angels and endless tales of celebrity antics. Alfred Music is proud to offer this latest edition, which features a new and insightful foreword by the author. Originally published by Playboy Press in 1972, The Longest Cocktail Party has proven itself a timeless chronicle of this most colorful period in pop history.

"Marvellous. If you want to know what Apple was like, this is the book." Alastair Taylor, former general manager, Apple