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The Manual: How to Have a Number One the Easy Way

Jimmy Cauty, Bill Drummond

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THE MANUAL (HOW TO HAVE A NUMBER ONE THE EASY WAY)

JIMMY CAUTY BILL DRUMMOND



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Jimmy Cauty, Bill Drummond : The Manual: How to Have a Number One the Easy Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Manual: How to Have a Number One the Easy Way:

1 of 1 people found the following review helpful. GREAT resource for the aspiring musician By Michael Le Clech This product is written with a bit of English slang that's hard to digest, but if you get past that, it is a great resource to use in making a Pop Single. 6 of 7 people found the following review helpful. Everyone's a winner By A Customer This book pulls no punches when it analyses the UK's pop industry. The references may be lost in the US but if you can locate someone who lived in the UK in the late 80's, they can fill in the blanks. The writing style is compulsive and the book is hard to put down. I have every confidence that, if you have the courage to follow this book, you will get to number

one. The authors have got to number one on two occasions and had a number of near misses. This book looks at ways to "produce" your number one, manipulate the charts but misses out how to make a great video. For anyone who wants to have a number one in the UK this is a must. 2 of 2 people found the following review helpful. Drummond's Gift By Kurt Koller Most of Drummond's writings are filled with optimism and a "just do it" attitude. This is no exception. Probably dated and localized for a U.K. audience, I found it a great read nonetheless.

This is an unexpurgated reissue of the rare and long out-of print 'how to' book by Jimmy Cauty and Bill Drummond, aka The KLF, their 'Zenarchistic' step-by-step guide to having a number one single in the official UK charts. First published in 1988, this edition includes a new introduction by Jon Savage and an afterword by Bill Drummond, and explains all the steps needed to guarantee success, as pioneered by The Timelords (another alias) with 'Jamming the Tardis'. The Manual is an unparalleled expose of the reality behind the pop-music business and while names may have changed since its first issue, the mechanics of financing, producing and promoting a hit set out here remain absolutely relevant. .

The most honest representation of the mire of crap that is the music business and how to cut through it -- in style. -- Sean Phillips About the Author Jimmy Cauty (aka Rockman Rock) and Bill Drummond (aka Kingboy D) have been, at various times, The Timelords, The Justified Ancients of MuMu, The Jams, The KLF, and, the K Foundation whose legendary money burning is commemorated in the ellipsis book, K Foundation Burn a Million Quid.