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Those Were The Days: An Unofficial History Of The Beatles Apple Organization 1967-2001



Synopsis

This is the first complete telling of the Apple story, culled from exclusive interviews with the recording artists, staff, and business associates who helped make Apple a fascinating chapter in the history of both the Beatles and pop music in general. Today, the Apple office is remembered as a place where almost anyone could come in off the street and meet one of the Beatles, get funding for an outlandish art project, or just drop in to the Apple Press Office for a drink and a quick smoke. It was also the company that the Beatles used to discover and develop many deserving artists, including such stars as Mary Hopkin, James Taylor, Badfinger, Hot Chocolate, Billy Preston and Mercury-award nominated classical composer, John Tavener. Stefan Granados has diligently been researching this project for several years and the book contains many previously unseen photographs.

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Customer Reviews

Apple existed in its full manifestation from 1968 to approximately 1972, yet little is written about those years. Apple remained a fully functioning company for several years after the break-up of The Beatles, with The Beatles still coming in to work on their various individual projects for several years after their formal dissolution in 1970. This book discusses Apple in depth with quotes throughout the book by most of the major (and many minor) employees and players. Apple started as a pipe dream, came into its full glory, and was torn apart at the end by Allen Klein and the disparate

interests of the four Beatles following the break-up of the band. I thought that I knew a lot about Apple, but was pleasantly surprised at how much more the company really accomplished, and by its inner workings. Together with *The Longest Cocktail Party* by Richard Dillelo, and *Waiting for The Beatles* by Carol Bedford, you can gain a complete picture of the golden years of Apple which was more than just a failed boutique and a logo on LPs.

I found this book very interesting. Even though some facts are written in other books this book was a fresh approach to understanding Apple and how the Beatles handled their business and how Allen Klein destroyed it.

This is really a book mainly about the business side of The Beatles - so it covers important ground that frankly hasn't received much coverage. Apple started as a tax dodge in the midst of the Summer of Love and probably would not have snow-balled into an insane hodge-podge of pie-in-the-sky activities if Beatles manager Brian Epstein had not committed suicide in August 1967. Virtually every Apple venture had its individual Beatle sponsor, so this was more than just a vanity label, it was a hobby horse; and along with drug addiction was probably as much to blame for the breakup of the band as the oft-maligned Mrs Lennon. I loved this book because the author was able to get decent interviews with the majority of the key Apple players - the majority of whom have rarely been on the record because so little is written about the behind-the-scenes business machine. A great example is Pete Bennett, who was the US promotions manager, responsible mainly for plugging Apple product to radio stations; he tells of how hard it was to "break" new music in the extremely fickle American market - Badfinger being the only stand-out because they actually hit the road several times, playing high school gyms and such, to try to build momentum behind the initial McCartney-penned debut single. On the other hand, it seems inconceivable these days to think that the "Govinda" single, nothing more than a chant by the Radha Krishna Temple, actually broke the top 50 in the UK charts. I loved this book but as with other reviewers, I wish it had dug even deeper. As it is, beyond the unique interviews with insiders, it barely gets beyond what could more comfortably be found in Wikipedia.

This is a fantastic book. I don't know where to begin. It tells the whole story of Apple and gives us a lot of info on the business/Apple side of the group. It is presented as interesting stories, and there are a lot of quotes from those involved. I have read a few hundred Beatle books, and this is in my top 5. If you want to hear about the music, though, the book will not be of much interest to you. This

is about the business of Apple.

Those Were the Days is primarily a chronological history of the non-Beatles stable of artists that came and went through the earliest phases of Apple. The treatment of the non-musical side of Apple (retail, electronics, etc.) is minimal. There's not much here for those readers more focused on the Beatles themselves. This book is a fairly trite discourse on the few successes and many failures of the Apple artists. The history, the stories, and the analysis is straightforward, but lacks any real insight when compared to many better sources that use far fewer words. ("You Never Give Me Your Money" is recommended for a well-rounded history of the post-breakup Beatles, including the ups and downs of the Apple organization.)

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