



Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History

David Meerman Scott, Brian Halligan

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The Grateful Dead-rock legends, marketing pioneers

The Grateful Dead broke almost every rule in the music industry book. They encouraged their fans to record shows and trade tapes; they built a mailing list and sold concert tickets directly to fans; and they built their business model on live concerts, not album sales. By cultivating a dedicated, active community, collaborating with their audience to co-create the Deadhead lifestyle, and giving away "freemium" content, the Dead pioneered many social media and inbound marketing concepts successfully used by businesses across all industries today.

Written by marketing gurus and lifelong Deadheads David Meerman Scott and Brian Halligan, *Marketing Lessons from the Grateful Dead* gives you key innovations from the Dead's approach you can apply to your business. Find out how to make your fans equal partners in your journey, "lose control" to win, create passionate loyalty, and experience the kind of marketing gains that will not fade away!

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