



## Michael Jackson, Inc.: The Rise, Fall, and Rebirth of a Billion-Dollar Empire (Paperback)

By Zack O Greenburg

Atria Books, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The surprising rags-to-riches-to-rags-to-riches story of how Michael Jackson grew a billion-dollar business. Michael Jackson is known by many as the greatest entertainer of all time, but he was also a revolutionary when it came to business. In addition to famously buying the Beatles publishing catalogue, Jackson was one of the first pop stars to launch his own clothing line, record label, sneakers, and video games creating a fundamental shift in the monetization of fame and paving the way for entertainer-entrepreneurs like Jay Z and Diddy. All told, Jackson earned more than \$1.1 billion in his solo career, and the assets he built in life have earned more than \$700 million in the five years since his death more than any other solo music act over that time. Michael Jackson, Inc. reveals the incredible rise, fall, and rise again of Michael Jackson's fortune driven by the unmatched perfectionism of the King of Pop. Forbes senior editor Zack O Malley Greenburg uncovers never-before-told stories from interviews with more than 100 people, including music industry veterans Berry Gordy, John Branca, and Walter Yetnikoff; artists...

[DOWNLOAD](#)



 [READ ONLINE](#)  
[ 8.53 MB ]

### Reviews

*Merely no words to describe. I have got study and i am confident that i am going to planning to go through yet again once again in the foreseeable future. You will like just how the writer compose this publication.*

-- Devante Schmitt

*Complete guideline! Its this sort of excellent read. I could comprehended every little thing out of this written e publication. Its been designed in an remarkably easy way and it is only right after i finished reading this publication by which really transformed me, affect the way i think.*

-- Prof. Shanie Schinner Sr.