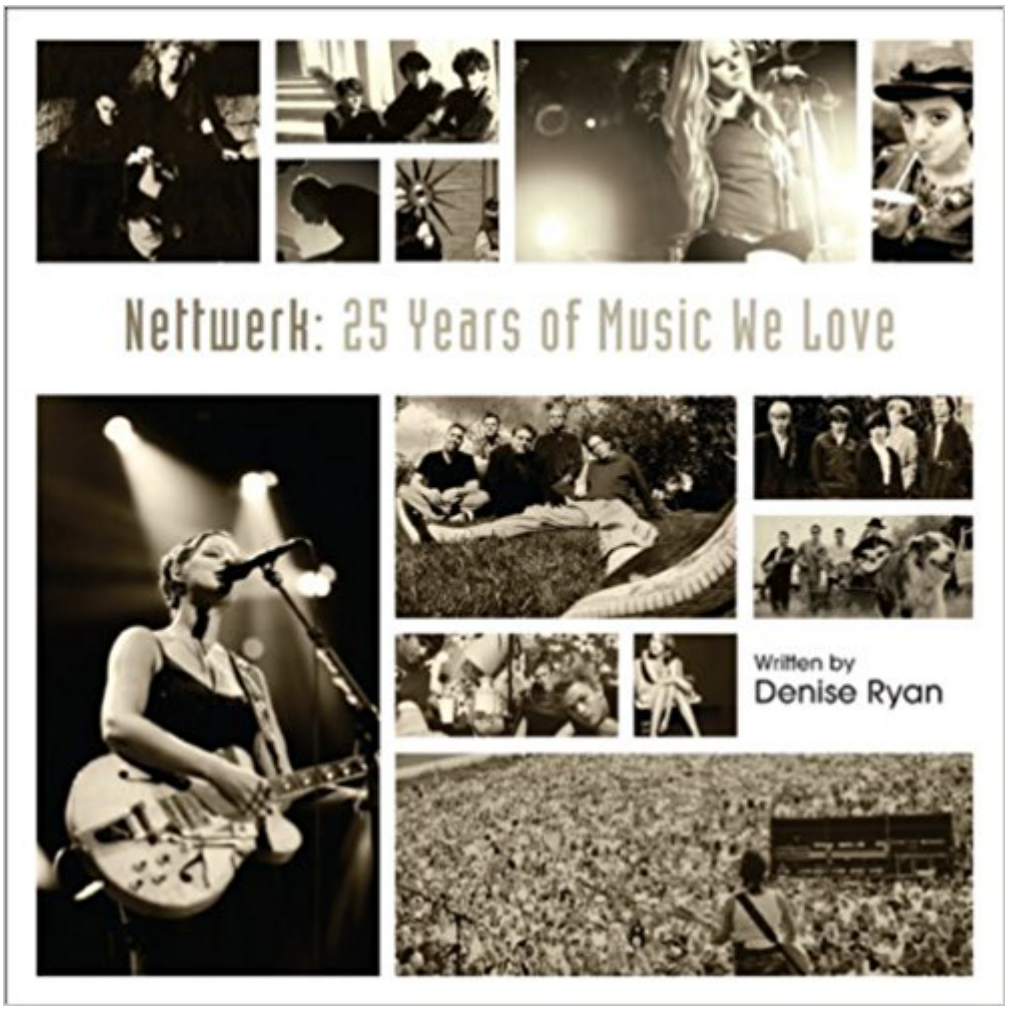
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Nettwerk: 25 Years Of Music We Love



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Synopsis

Nettwerk, Canada’s largest indie record label, celebrates 25 years of innovation in music with the release of this gorgeous tell-all book. Founder and marketing visionary Terry McBride goes into detail about the making of Canada’s best known indie label,Ã Â exposes controversial, funny and shocking stories about the making (and breaking) of music careers, and the transformation of Nettwerk from its humble origins in McBride’s bedroom to the company it is today - with offices in New York, Los Angeles, London, Boston, Nashville and Hamburg and sales of over 150 million albums worldwide.Ã Â Nettwerk: 25 Years of MusicÃ Â We Love has hundreds of never-before-published tour photos and insider stories direct from the artists themselves, including Sara McLachlan and many others.

Book Information

Paperback: 256 pages
Publisher: Wiley; 1 edition (September 27, 2010)
Language: English
ISBN-10: 0470678445
ISBN-13: 978-0470678442
Product Dimensions: 7.9 x 0.5 x 7.9 inches
Shipping Weight: 1.5 pounds
Average Customer Review: 2.0 out of 5 stars 1 customer review
Best Sellers Rank: #850,039 in Books (See Top 100 in Books) #296 inÃ Â Books > Arts & Photography > Photography & Video > Celebrities #974 inÃ Â Books > Arts & Photography > Photography & Video > Portraits #2757 inÃ Â Books > Arts & Photography > Music > History & Criticism

Customer Reviews

Nettwerk is an independent music label started in a tiny apartment by two music-obsessed friends. For 25 years, they have been shaping the careers of groundbreaking artists, including Sarah McLachlan, Avril Lavigne, Barenaked Ladies, Coldplay, Sum 41, Dido and dozens of others. Nettwerk: 25 Years of Music We Love follows the label from its humble beginnings to the upheaval of the music industry in the new millennium.

Denise Ryan is an award-winning Vancouver-based writer.

First off, this is an attractively designed product with loads of archival photos and white space; were it hardback and slightly larger, it would be perfect coffee table fodder. However, those same elements also make for lightweight reading - I breezed through the book in a couple of hours. That's also because the content and presentation aren't anywhere near as engaging as I'd hoped. I was expecting a thorough and exhaustive history of the Nettwerk label and its artists, in the vein of Mick Middle's and James Nice's respective accounts of Factory Records. Instead, author Denise Ryan provides what is ostensibly the story of Sarah McLachlan's career, with a few Nettwerk anecdotes thrown in. I like Sarah McLachlan, but a chapter or two related to her association with the label would have been sufficient. Of all the early Nettwerk acts, only Skinny Puppy merit a complete chapter, with very little discussion of their recorded work. The book offers only a scant glimpse of Steven Gilmore's brilliant graphic designs, but reserves plenty of space for the talentless Avril Lavigne. As I neared the end, I hoped for redemption in the form of a discography, only to find a two-page spread listing a couple hundred artists who have appeared on the label, very few of which are mentioned in the book. Even the couple of pages dedicated to random facts are dominated by McLachlan. This book is tremendously disappointing and a wasted opportunity to showcase an important and influential label.

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