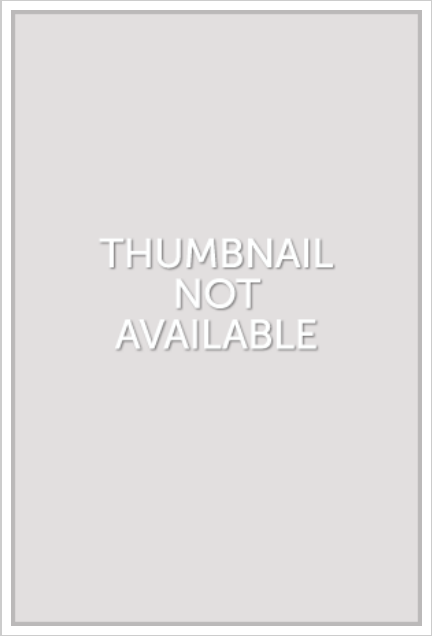



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# Michael Jackson, Inc.: The Rise, Fall, and Rebirth of a Billion-Dollar Empire

By Zack O Malley Greenburg

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. 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...

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### Reviews

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