



Low Fidelity: Hans E. Plattes Briefe gegen den Mainstream (German Edition)

Gereon Klug

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Wie verkauft man heute noch Schallplatten und CDs? Ohne Humor und doppelte Ironie ist der Sache nicht beizukommen. Dieses Buch enthält die vom "Art Directors Club" ausgezeichneten Newsletter, mit denen Gereon Klug bzw. "Hans E. Platte" das Unmögliche versucht. Es erzählt die Geschichte eines aussichtslosen Unterfangens, der Gründung eines Plattenladens im Hamburger Schanzenviertel mitten in der nicht enden wollenden Krise der Musikwirtschaft und zeigt, wozu modernes Anti-Marketing in der Lage ist. "LOW FIDELITY - Hans E. Plattes Briefe gegen den Mainstream" ist das witzigste Buch, das Sie dieses Jahr in die Hand bekommen werden. Versprochen.

Zeitgleich zur Buchveröffentlichung erscheint bei Staatsakt eine Compilation mit unveröffentlichten Stücken von Adolf Noise, Die Sterne, Erobique, Rocko Schamoni, Kid Kopphausen, Almut Klotz & Reverend Dabeler, Saal 2, Heinz Strunk, Felix Kubin, Schorsch Kamerun, Jens Rachut, Lambert, Tocotronic und Deichkind. Selber Titel, genauso wertgut. Auf 2LPs oder CD.

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