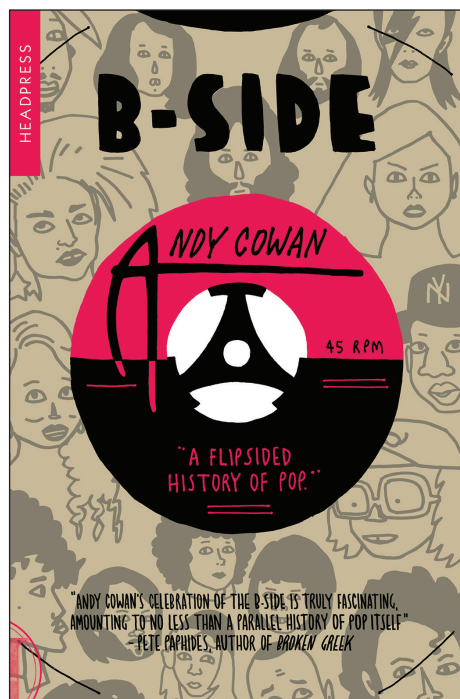


B-SIDE

A Flipsided History of Pop

By Andy Cowan



JACKET DESCRIPTION

Pop music would be a different beast without the B-Side. Music history is riven with songs deemed throwaway that revolted against their lowly status and refused to be denied. Be it rock'n'roll's national anthem ('Rock Around The Clock'), disco's enduring game-changer ('I Feel Love') or hip-hop's most notorious dis track ('Hit 'Em Up'), all three started life as the so-called 'lesser' track on releases primed for maximum chart impact. But the B-side has done much more than make stars of Bill Haley, Donna Summer and 2Pac.

Whether it was the Beatles, the Kinks and the Yardbirds in the 60s, Elton John, the Who and Queen in the 70s, Depeche Mode, the Cure and Prince in the 80s, or Oasis, Pulp and Radiohead in the 90s, the B-side allowed many of the world's greatest artists freedom to experiment with no commercial constraints in an age where physical product ruled the roost.

A quickfire A-Z of 500+ flips, B-SIDE is the first serious examination of the format's covert role in pushing the musical envelope. Best read with one eye on YouTube and one ear on a streaming service, its revelations will prick up the ears of music fans of all persuasions.

SALES HANDLE

A quickfire A-Z of 500+ flips, B-Side shows the format's covert role in revolutionising pop.

SELLING POINTS

- ★ First book to explore B-side's influence;
- ★ Comprehensive alternative pop history, with 500+ entries;
- ★ Illustrated with original label artwork, attractive to collectors;
- ★ Striking cover and spot illustrations by Kid Acne.

ABOUT THE AUTHOR

Andy Cowan graduated from cut-and-pasting photocopied fanzines *Only A Rumour* and *White Lie* in his teens to working on *Hip-Hop Connection* — the world's first rap monthly — in the late 80s, where his interviews included Public Enemy, Ice Cube and 50 Cent. As its editor in the 90s and publisher in the 00s, he has also contributed to podcasts, documentaries, museum exhibits and worked extensively as a music metadata specialist. A researcher at the University of Cambridge since the 10s, Andy has freelanced for *The Independent*, *Flame Tree*, *Music Week* and *Q* magazine, among others, and is *MOJO* magazine's jazz columnist. He has been a B-side obsessive since he first started buying singles in 1978.

ABOUT THE COVER ARTIST

Kid Acne is a UK-based artist, illustrator, print-maker and emcee.

Information

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|-------------------|--|
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A WORD ABOUT THE PUBLISHER
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COMPETING TITLES

1001 Albums You Must Hear Before You Die / 9781788403474 / Updated 2021 (original 2005)

Major Labels: A History of Popular Music in Seven Genres / 9781838855932 / 2022

Let's Do It. The Birth of Pop / 9780571320257 / 2021

1966: The Year the Decade Exploded / 9780571277629 / 2015

Good Night and Good Riddance: How Thirty-Five Years of John Peel Helped to Shape Modern Life / 9780571302475 / 2015

KEYWORDS

B-Side, rock, vinyl, flipside, pop, dub music journalism

MARKETING & PROMOTION

- ★ Author has made a list of featured B-side's anniversaries from May 2023 to the end of 2024 which will prove an invaluable help with social media posts for the book (it's effectively a schedule);
- ★ Author will exploit his role of editor/journalist to promote the book at every turn, and expect coverage in [print] *MOJO*, *Uncut*, *Record Collector*, *NME*, *Classic Pop*, *Music Week*, *Rock Sound*, *The Wire*, *Classic Rock*, *Vintage Rock*, *Rolling Stone*, *Billboard*, *Electronic Sound*. May also work in certain newspapers: *The Guardian*, *Times*, *Financial Times*, *Independent*;
- [online] *Quietus*, *Pitchfork*, *Clash*, *Fact*, *Consequence*, *Complex*, *Loud And Quiet*, *Louder Than War*, *Pigeons & Planes*, *Pop Matters*, *The Line Of Best Fit*, *Spin*, *CMU*, *The Fader*, *Pop Justice*, *Stereogum*, *Hip Hop Wired*;
- ★ Active on all social media fronts: @vinylslam on both Twitter and Instagram;
- ★ Author will run a website/weekly blog, and post briefly about some of his personal favourite B-sides;
- ★ There are many academic courses where the book will prove relevant;
- ★ Also, Spotify/Apple Music playlists for each chapter of the book (as a listen-along aid for readers). Might be good to drip-feed these one a week – via social media, the B-Side website – when the book is published; the link to the YouTube playlists will be found here: <https://www.youtube.com/@B-Sidebook>

TARGET AUDIENCE

Record/CD collectors in pre-streaming times, readers of *MOJO*, *Uncut*, *Q*, *Record Collector*, *NME* etc. Written as alternative pop history, it should attract younger readers too.

CRITICAL REACTION

“Andy has brought his own style to this original concept. It reads beautifully – his slick and finger-snapping style is perfect for the wide subject covered. He writes with perceptive detail, and is never boring, his flowing text delicately laced with humorous opinion. The subject of the B-side is long overdue, and in the current age of streaming his incredibly diverse selection is made for the keen Spotify user. An important and outstanding work.”

— Colin Larkin, founder and editor-in-chief, the *Encyclopedia of Popular Music*

“My love affair with the B-side stretches back to first getting the music bug as a kid. Listening to the flip immediately after the A was a given and I subsequently discovered a whole raft of audio nuggets. Andy's book is a wonderful trawl through its history and a welcome opportunity to discover many I missed first time around in the topsy-turvy rush of beatdom.”

— Gary Crowley, broadcaster and DJ

“Like the very phenomenon it celebrates, Andy Cowan's celebration of the B-side is truly fascinating, amounting to no less than a parallel history of pop itself.” — Pete Paphides, author of *Broken Greek*



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