



Start Me Up and Keep Me Growing

Management Learnings from the Rolling Stones

By Bertold Bär-Bouysiere

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Looks at the Rolling Stones from a business and management point of view and emphasises the commonality of all business collaborations where individuals must work together and bear with each other to bring about long-term success.

This easy-to-read book tells how the Rolling Stones started out 60 years ago as a venture to confess the blues, unprepared for planetary success. It shows how they managed, adapted, innovated and grew, and how they succeeded in dealing with the interpersonal dynamics inherent in any form of human organization.

The world's most famous and long-living band started out 60 years ago in London as a mission to bring American blues music to a European audience. They expected to last for two years at best. The rest is history. In this easy-to-read book, Bertold Bär-Bouysiere, a Brussels-based Stones aficionado and seasoned international business lawyer with significant management and governance experience in the world's largest law firms, tells us how the world's greatest rock band managed to adapt, to innovate, to grow, and to overcome the inevitable challenges of interpersonal dynamics in their life-spanning career. This look at the Stones from a business and management point of view emphasises the commonality of all business collaborations where individuals must work together and bear with each other to bring about long-term success. Start-up founders, talent managers in large corporates and executive coaches can find a wealth of inspiration in this short account while having a lot of fun reading it.

Key selling points

- This book shows that businesses can learn from rock bands how to survive and grow.
- This book is for company founders, talent managers and executive coaches who seek inspiration.
- It puts into context the business side of a rock band everyone has heard about.
- Professionals can learn something useful while enjoying a good read.

About the Author(s) / Editor(s)

Bertold Bär-Bouysiere, a passionate Rolling Stones fan of many years, is an international business lawyer and member of the EU Brussels Bubble with three decades of legal, governance and management experience.

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