

HENDRIX: MADE IN ENGLAND

15 MONTHS THAT CHANGED JAMES INTO JIMI

BY BRIAN SOUTHALL

Main selling points

- The Jimi Hendrix catalogue sells more than 1.2 million albums per annum
- In 2010 the album *Valley of Neptune* sold over 100,000 in the first week and reached the top 10 and top 20 in the US, UK, Europe, Canada, Australia and France.
- 2012 is the 45th anniversary of the release of his first two albums in the UK: 'Are You Experienced' and 'Axis Bold as Love'
- *Hendrix: Made in Britain* will appeal to collectors with over 30 new interviews from those who knew and worked with Hendrix

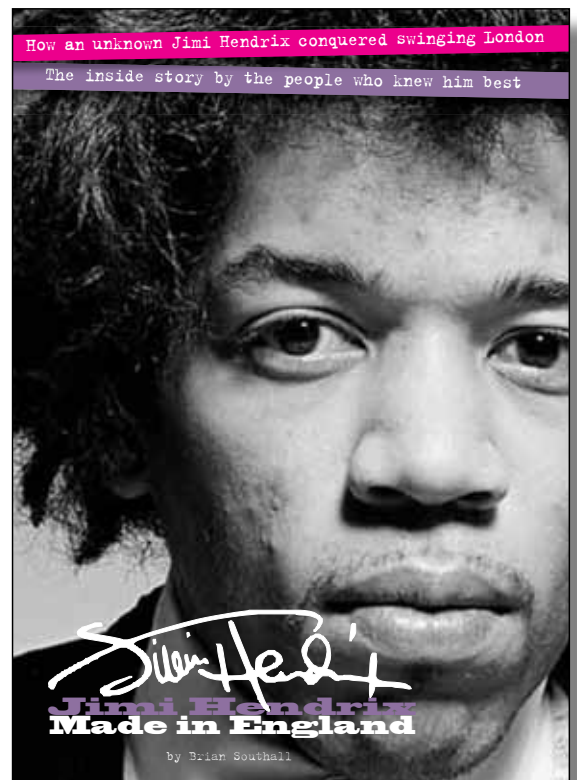
About the book

Hendrix cut a mesmerising figure striding through the grey London streets in late 1966 with his long hair and extraordinary clothes. Brian Southall has conducted exclusive interviews more than 30 insiders who witnessed at first hand the birth of the Hendrix phenomenon. From agents, accountants, guitar salesmen and record company executives to musicians, journalists and broadcasters. The resulting book is a chronicle of his time in the hippest city on the planet where his prodigious talent was recognised instantly by the rock aristocracy including the Beatles, Rolling Stones and Eric Clapton.

The book tells the story of Hendrix relationships with those he lived with, worked with and toured with. It shows how he conquered the UK before heading home to the US to repeat it.

The book offers a unique insight into the Hendrix story by talking with those who knew him best – many of whom have never gone on record before. It traces the story in detail from leaving New York in 1966 to arriving back home for the Monterey Pop Festival in 1967.

Brian Southall has worked in the record industry for more than 30 years and has written the official history of Abbey Road, the story of the BRIT Awards, and books on the Sex Pistols, Simply Red as well as Beatles Memorabilia with Julian Lennon.



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