



BEFORE I GET OLD THE STORY OF THE WHO

Dave Marsh

2015 marks the 50th anniversary of the Who

The Who Hits 50! tour runs from 15 April to
4 November 2015, comprising 54 shows
across the UK, Europe and the US

“Dave Marsh’s *Before I Get Old: The Story of the Who*, remains the best Who book for its blend of reportage, musical analysis and cultural perspective.” – Greg Kot, *Rolling Stone*

“Dave Marsh’s exhaustive and enjoyable study of the Who’s life and times . . .” – *Mojo*

“*Before I Get Old: The Story of The Who* is certainly the most exhaustive and informed book ever written on the group.” – Mick Brown, *The Guardian*

Key Note

The original and best biography of the Who. Commissioned by Pete Townshend and fully endorsed by everyone in the band, this is the definitive account of the legendary band – essential reading for fans of every generation.

Description

Before I Get Old stands as one of the best books ever written about rock’n’roll. After best-selling *Rolling Stone* writer Dave Marsh was invited by Pete Townshend to write a history of legendary band the Who, he spent three years investigating and researching their story. The result is the first in-depth biography of the band, discarding the myth and nonsense which has become so much a part of the usual Who coverage. *Before I Get Old* tells the story of not one but six personalities – guitarist Pete Townshend, bassist John Entwistle, drummer Keith Moon and singer Roger Daltrey plus their original managers Kit Lambert and Chris Stamp. It describes the group’s origins in the steamy nightlife of London, charts their meteoric rise to fame, and describes the creation of the rock opera *Tommy* which turned them into superstars. Here is the pathos, the laughter, the crazy world they worked in, the drugs, the destruction, the vandalism, the debts, the multi-million-dollar tours, and of course the music. In short, this story contains every inch of the fascinating, shocking, hilarious, and provocatively relevant material that makes up the Who and their wild lives and careers. *Before I Get Old* is essential reading, an exhaustive study of an exhausting band, who have always lived up to their legend.

Marketing Points

- *The Who Hits 50!* album was released in November 2014.
- In March 2015, the band played two sell-out dates at London’s O2 arena, before embarking on the North American leg of the Who Hits 50! tour on 15 April. Encompassing 45 shows at stadium-sized venues around the country, it runs until 4 November.
- On a short break from the US tour, the Who played seven dates in London, Amsterdam, Paris, Belfast and Dublin in June/July 2015.
- 5 July 2015 marked the world premiere of Pete Townshend’s new symphonised version of the Who’s classic *Quadrophenia* album at London’s Royal Albert Hall.

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