



Forget About Today: Bob Dylan's Genius for (Re)invention, Shunning the Naysayers, and Creating a Personal Revolution, Jon Friedman, Penguin, 2012, 1101610735, 9781101610732, 240 pages. Forget About Today shows a side of Bob Dylan that most people—from fans to skeptics—have never seen. Rather than another gossipy account of his romances, finances, or family, journalist Jon Friedman offers a new perspective on Dylan's revolutionary and enduring legacy through an intimate look at the mystery behind Dylan's success. Bob Dylan has been a pop culture mainstay for more than 50 years as a poet, songwriter, and performer. Yet from his decision to go electric while everyone clung to his folk roots to his shocking appearance on a Victoria's Secret commercial, critics have predicted Dylan's demise every step of the way. Each time, he's proven legions of doubters wrong, never letting anyone keep him from accomplishing goals—on his terms. Featuring exclusive insights from Dylan's most trusted confidants, Forget About Today provides a unique look at Dylan's life and career while it distills valuable advice from one of the music world's most revolutionary artists and entrepreneurs. .

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Coming Up In the Scene A Guide to Starting Your First Band, Rick Davis, Jul 30, 2011, Music, . .

Bob Dylan: Performing Artist , Paul Williams, , , . .

Nothing to Turn Off: The Films and Video of Bob Dylan , , , , . .

True North A Life Inside the Music Business, Bernie Finkelstein, 2012, Biography & Autobiography, 294 pages. One of the all-time greats in Canadian music recounts his life and times in the business from the 1960s to the present. Whether acting as a producer, indie record label owner ....

Bob Dylan The Never Ending Star, Lee Marshall, Sep 24, 2007, Biography & Autobiography, 308 pages. Showing how theories of stardom can help us understand both Bob Dylan and the history of rock music, Lee Marshall provides new insight into how Dylan's songs acquire meaning ....

Bob Dylan Performing Artist; The Middle Years 1974-1986, Paul Williams, 2004, Music, 334 pages. The small format edition of this authoritative biography discusses the evolution of Dylan's style and concerns. The most informed interpretation available of Dylan's mature ....

Rocking Out! , AJ Stern, Jul 5, 2012, Juvenile Fiction, 128 pages. When Frannie's local community center, The Ark, announces it is going out of business, Frannie and the community join together to create a fundraising concert. Frannie and her ....

House of cards inside the troubled empire of American Express, Jon Friedman, John Meehan, Mar 30, 1992, , 272 pages. A close-up study of American Express chronicles the history of the giant financial-services conglomerate, whose revolving executive door, public fiascos, and private internal ....

Bob Dylan's Highway 61 Revisited , Mark Polizzotti, Sep 1, 2006, Music, 161 pages. Highway 61 Revisited resonates because of its enduring emotional appeal. Few songwriters before Dylan or since have combined so effectively the intensely personal with the ....

Bob Dylan , Kathleen Beal, Dec 1, 1974, Biography & Autobiography, 31 pages. A brief biography of one of the most influential composers and singers of popular music during the 1960's..

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Jon Friedman is the Media Web columnist for MarketWatch.com. He has written about all phases of business, from Wall Street to media, for Bloomberg News, BusinessWeek, and USA Today, and his freelance stories have appeared in the New York Times. He is the co-author of House of Cards: Inside the Troubled Empire of American Express.

As a Dylan fan I was very much looking forward to this book. I am familiar with the author, as I have enjoyed his commentary on Market Watch, etc. Unfortunately the book was a major disappointment. Rather than offering any new perspective on Dylan's life and career, it was the most redundant, repetative read in memory. Each and every chapter dealt with how Dylan has continually re-invented himself and has never been satisfied with the status-quo. Any casual fan already knows this. It actually felt like I was reading the same chapter over and over. This book requires no more than perhaps one hour to read cover to cover. Don't waste your 60 minutes!

Felt the author rambled on about basic common Bob Dylan knowledge and/or basic common sense approaches to life that Dylan incorporated into his life. Not one revealing item about Dylan that I did not already know and I'm not an avid Bob Dylan follower, just a music fan who thought this book might be interesting, which it was not.

I wish I didn't impulse buy this book. If you don't know much about Dylan but are somewhat interested and like a self help style, this may be a good start; but if you've read Chronicles, seen No Direction Home or pretty much any well done thing about him, there would be little reason to read this book. The inferences he makes are very simple and repetitive and don't cover any new ground or offer any insights a reasonably intelligent person would not get from just paying attention to Dylan himself. It was ok but I was expecting more.

As a life-long follower of Dylan I have read many (I doubt most) of what has been written about the man and his music. Friedman has gone where none of the others have gone and provided insight into Dylan and his influence on not just the music world, but our world as a whole. He provides a well thought out narrative of the life and times that Dylan has waltzed through and given readers a context which we can each relate to our own journey. It is not a book written to impress us with the writer's deep analysis of why Dylan is Dylan, rather it is written by a man who understands the relationship Dylan has to each of us even if it is indirect. Friedman certainly knows the life and times of Bob Dylan, but he is not trying to flaunt an academic twist on a man whose life defies definition and explanation. I have enjoyed reading a book about Dylan that talks to the everyday fan who has a unique relationship with the Dylan mystique. Friedman understands that Dylan is not one thing to everyone and that he is many things, all different, to many people. Well done Jon and I hope you have another book in store for us about the most influential person of the 20th and 21st century.

This slight book has earned a distinction as being one of the weakest ever written about Bob Dylan. Friedman's Dylan as "self help guru/ life coach" proposition fails miserably as a construct. In some places it's downright laughable, at other junctures moving beyond borrowed interest to sheer irrelevancy. And the writing itself is flat, repetitive and simplistic. The best thing I can say about this book is that skimming it at a bookstore will tell you everything you need to know from it -- next to nothing. While the author may be obsessed with his subject, this obsession certainly hasn't translated into anything worth anyone's time or money. Skip this one, it's headed for the remainder bin. a real black eye for Penguin, generally a quality publisher.

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intimate look at the mystery behind Dylan's success.

Veteran business journalist and music enthusiast Friedman (House of Cards: Inside the Troubled Empire of American Express, co-author) offers a fresh take on Bob Dylan, making a case for the superstar as self-help guru alongside a thoughtful accounting of the reasons behind his lasting success. Combining research and reportage with the reverence and zeal of a devoted fan, Friedman shows how the artist's deliberate and controversial personal and artistic decisions and propensity for fearless, courageous action—moving from Minnesota to New York City; changing his name (from Robert Zimmerman); going electric after finding success as a folk performer; and engaging in a process of constant collaboration and innovation despite the threat of criticism or abandonment by his followers and peers—offers valuable lessons about personal invention (and reinvention), satisfaction, and success. A fast read for fans or anyone seeking inspired tips for fuller living, Friedman's meditation on Dylan elucidates the meaning of art as a way of life and heralds the challenges and rewards of being one's true self. (Aug.)

Whether you're a Dylan fanatic or find his singing grating, this book has something for you. Jon ties together Dylan's life, times, and motivations to offer new insights into Bob Dylan and indeed into succeeding in one's own endeavors. Jon's approach of drawing life lessons from Dylan's career rather than his lyrics is particularly original and thought provoking. Of course, Jon draws on other works [How could any book about Dylan not acknowledge the vast treasure trove of existing studies?], but he brings his own style and analysis to bear. In short, it's a great read and well worth the modest cost.

Eh. Sort of facile and obvious, nothing new or enlightening. Everything in here you would have already known if you considered yourself a Bob Dylan fan and were the kind of person to call themselves a Dylan fan (ie, we know to go it on our own, even if that includes "following" Dylan).  
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