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## cool photo of bob with the dead~foxboro \87

Posted by diamond sky - 2010/07/30 03:11

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included in an interesting article on the dead's marketing strategy.  
it's in today's biz section of the boston globe.

<http://www.boston.com/business/gallery/gratefuldeadlessons?pg=3>

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## Re:cool photo of bob with the dead~foxboro \87

Posted by saut de basque - 2010/07/30 03:51

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Thanks for bringing back memories, diamond sky. Now that's a headline that will make EVERYbody want to read the piece.

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## Re:cool photo of bob with the dead~foxboro \87

Posted by diamond sky - 2010/07/30 06:25

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i thought the photo was cool. everyone looks good.  
i wasn't there, were you?  
we caught the show in anaheim.

here's a bit from the article worth reading.

'Just as the Dead collapsed musical boundaries almost from its start in the 1960s, the group shattered many prevailing notions about doing business in the music industry. For the Dead, album sales were secondary to touring revenue. The band cultivated a following by giving things away, allowing fans to create and trade bootleg recordings of live shows. The group bypassed its record label's promotions department to build its own mailing list. And the Dead encouraged entrepreneurs to co-opt the band's fan base by selling compatible, often handmade, products at performances.'

don't ever go by me, but, i always thought bob might do it this way.  
i was wrong, he didn't.  
we might be hearing a different bs9, if he had.  
btw, i adore that era and will buy it, if only to encourage sony to release more.

it's obvious to anyone who's ever attended a dead show that it's okay to market whatever it is one has created be it a field recording, photo, t-shirt, whatever. most of it's on the barter system.  
i think that's pretty cool (and good for the economy :)

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## Re:cool photo of bob with the dead~foxboro \87

Posted by jackobob - 2010/07/30 07:56

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thanks for that, di.

but i think bob during those shows looked far from cool.

in fact i'd describe him as 'the man from uncool'.

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## Re:cool photo of bob with the dead~foxboro \87

Posted by saut de basque - 2010/07/30 15:12

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diamond sky wrote:

i thought the photo was cool. everyone looks good.

i wasn't there, were you?

I was there. I remember Bob walking down the steps behind the stage as the Dead played. And if memory serves, Jerry's shirt was red, which I hadn't seen before. Or am I thinking of another show? I remember for sure that he moved as he played more than I'd ever seen, and someone told me he'd been doing that since his stroke. And this is the show of which it was later reported that Rick Danko and . . . Jorma Kaukonen was it?, were playing along backstage. A little hard to imagine, that.

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### Re:cool photo of bob with the dead~foxboro '87

Posted by saut de basque - 2010/07/30 15:13

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Here's the show: <http://www.archive.org/details/gd87-07-04.fob-senn.lai.3858.sbeok.shnf>

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### Re:cool photo of bob with the dead~foxboro '87

Posted by 1ifbyrain2ifbytrain - 2010/08/04 03:07

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I remember red white and blue balloons at the start of the show, took a bus down from Boston where a local DJ was kind of our host, he wore a medallion.

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### Re:cool photo of bob with the dead~foxboro '87

Posted by jackobob - 2010/08/04 21:16

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thanks very much for the above link, saut.

what a brilliant website that is.

i just got round to listening to the dylan and the dead rehearsals.

i'm impressed. this stuff is better than the official live album.

<http://www.archive.org/details/gd1987-06-01.sbd-rehearsals.fraser.97489.shnf>