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An Icon Returns – Bruce Springsteen Tickets Another Chance To See A Legend

By Jay Nault

If you're a fan of live music, no opportunity to see it performed presents a greater chance to be thrilled than Bruce Springsteen tickets. He is an icon not only of rock and roll, but of music, and many consider his style and message iconic in a cultural sense. How did a man with such anonymous beginnings reach such a status? A look at his life may help explain the process.

Early Life

Bruce Frederick Springsteen was born on September 23, 1949 in Long Branch, New Jersey. His parents were hard-working members of the middle class, as his father was a bus driver and his mother a legal secretary. Springsteen was basically a social misfit as a child and young teenager, and he always felt out of place. This led to a problematic childhood in regards to his schooling.

Springsteen was seemingly always in trouble in elementary school, as he never got along with the nuns and other administrators at his Catholic school. He also never fit in with the other students. Ultimately, he transferred to a public high school, but it made no difference, as Springsteen was still basically a social outcast.

He started to gain a sense of direction, though, when he saw Elvis Presley perform on The Ed Sullivan Show. Springsteen was inspired, and he decided to buy his first guitar. He learned to play with other unknown locals, and eventually began to spend time at a local sponsor's home to refine his skills. This connection helped him land a role in a local band, The Castiles.

Springsteen began with the band as a guitar player, but ultimately wound up as their lead singer as well. The band played in several local taverns and concert halls, and Springsteen began to hone his on-stage persona. Eventually, their gigs expanded into Greenwich Village, the "hub" of up-and-coming musicians and artists in the area. This experience would serve him well later in life.

Career Beginnings and Struggles

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Springsteen began to bounce around a bit, and played a series of shows with a band called Child. His boundaries began to expand even more as they played shows as far away as Virginia. It was about this time that Bruce Springsteen tickets began to be a draw, but there were more obstacles to overcome.

Springsteen began to play live more extensively as a headliner, but he struggled to gain notice from record companies, even with his loyal cult-like following. His shows became famous on the Jersey shore, but it seemed that he had reached the limit of his success, which was relatively modest.

Ultimately, Springsteen was discovered by Columbia Records and signed a recording contract. His first release, *Greetings from Asbury Park, N.J.*, released in 1973, was met with critical acclaim but did not sell well at all. The same pattern played out with his second release, *The Wild, the Innocent and the E Street Shuffle*, which was praised by critics everywhere but made no money.

At this point, Springsteen had all but worn out his welcome with Columbia. He was given one more

chance to create a record that generated sales, and he got to work on his third release, which soon became bogged down in an expensive production process. Everything was on the line, but ultimately, Springsteen managed to finish an album called *Born to Run* and released it in 1975. Springsteen and his newly-named E Street Band helped promote the album by heading out for a run of shows in New York City.

Success

The promotion and the album were a success. *Born to Run* was a smash hit, and it finally launched Springsteen into the musical and commercial stratosphere. Since then, Springsteen has released more than 20 additional albums and has sold more than 60 million copies of his work worldwide.

Beyond record sales, Springsteen has won 13 Grammy Awards, an Academy Award for his score for the movie "Philadelphia," an Emmy Award for his HBO concert in 2001, and he was inducted into both the Rock and Roll and Songwriters Halls of Fame in 1999.

Despite all of these accolades, Springsteen is still best-known for his live performances, which he learned as a young man on the Jersey Shore. Bruce Springsteen tickets will allow long-time fans to recall those early days, and new fans will get to see a true icon live.

By Jay Nault sponsored by

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Rock & Roll In Your Email?

By Mike Banks Valentine

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You groggily stumble from bed and turn on the computer as you pass by on your way to the kitchen. Returning with the morning's first cup of coffee you fire up your browser and log-on to the web as you take the first few eye-opening sips. Downloading your personal email, you notice your favorite Bruce Springsteen song title in the subject line of the seventh email message and open it first.

There is a photo of the Boss (that's Springsteen to you non-fans) smiling out at you from the email window above a small button that is labeled "Play". Expecting to hear some good music, you click the button and Bruce Springsteen springs to life in your email! He's talking to you! Not at you, but to you, using your name! "Good morning Mike! It's time for a concert update."

How the *!?)@(! do they do that? You have been looking forward to his concert this coming week and can't believe your ears as Springsteen continues to talk with you, mentioning your 3rd row, center seat number and reminding you of concert time this Thursday evening. You are tempted to answer him as he pauses and smiles but then the opening riff of guitar begins of your favorite song from the new album and the Boss is performing for you from your email box!

He pauses and tells you that you can order his newest album from the form below and as the video finishes and the music fades you scroll down to find a "Buy it Now!" button. There is no need to enter any credit card information as it was saved when you purchased your concert tickets online. You are just about to click the "Buy" button when you notice there is a search function just below that. You've been wanting to find a copy of an out of production CD and type in the title in the search box and click "Search".

The results come back from the entire music collection of this record label to announce that you can purchase that CD online now and pick it up at your local record store

tomorrow! You click the checkbox to order that title and see that you can buy your concert memorabilia now and wear that sweatshirt to the concert by picking it up at the same record store. What the heck. You click the "Buy"

button just as your spouse emerges from the bathroom with her toothbrush working.

The Boss' voice says "Thanks for your order Mike and I'll see you Thursday night at eight." Now you have to explain how you spent \$83 before breakfast and scroll back up to the top of the email to click "Play" again to demonstrate the process to her and see the toothbrush motion freeze when Bruce Springsteen uses your name during the video.

Don't be surprised if you get an email like this within the coming weeks. Personalization, music, video, catalogs localization and overnight delivery for products in your own interest areas will be the norm within the year as advertisers, marketing companies and business begin using the latest available technology for email. (If you allow it and privacy concerns are addressed sufficiently by businesses adopting the available tools.)

The above technology was highlighted last week at the Washington State Convention Center in Seattle by businesses demonstrating at the Direct Marketing Association show titled "net.Marketing 2001". The DMA show was halted early by an 11am earthquake that rattled the downtown area and shook us all up more than the new technology did. Rock and roll took on a different meaning than that provided by the Boss.

But we all emerged unscathed by the rumbling of nature to contemplate ways to harness the latest in compression and embedded rich media in email. Privacy concerns will clearly be the biggest hump to dump if companies expect to use these tools effectively while addressing consumer worries and finding ways to adequately protect sensitive information from third parties.

Here's an email from Ed McMahon and Publishers Clearing House! How long will it take me to get used to celebrities addressing me by my own name and playing my favorite music as background to those personalized videos?



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