



Kiss and Sell: The Making of a Supergroup

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Once the "hottest band in the land" and the highest-earning rock group in the world, Kiss has exceeded the \$1 billion mark in sales of records, concert tickets, and merchandise over its long and industrious history. Now, for the first time, comes the unauthorized behind-the-scenes story of the making and marketing of one of Rock's original supergroups.

Kiss and Sell is a riveting account of the intersecting worlds of music and commerce, as viewed from the perspective of C.K. Lendt, a top executive with Kiss's business management from 1976 to 1988. It's an in-depth look at the convergence of hard rock, big business, and bigger egos, and a revealing story of how images are built and money is made and spent. It's an unparalleled view of the lifestyles and excesses of rock stars, the pressures of staying on top, the influence of the entertainment industry's power brokers, and the glitz, glamour, and celebrity of stars such as Diana Ross, Lisa Hartman, and Cher.

This is the story of Kiss's spectacular rise in the '70s, their plummeting popularity in the '80s, and their survival from a series of debacles and downturns to reclaim their title of "the hottest band in the land" in the '90s.

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