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At the Apple's Core

The Beatles from the Inside

Denis O'Dell with Bob Neaverson

Non-fiction/Biography/Popular Music/Film

RIGHTS AVAILABLE: WORLD TRANSLATION (x France)

ENGLISH LANGUAGE PAPERBACK

Link to Peter Owen website <http://www.peterowen.com/pages/nonfic/attheapple.htm>

These are the memoirs of Denis O'Dell, one of the original directors of Apple Corps, Head of Apple films and close friend of the Beatles from the early days of Beatlemania through to the group's demise and beyond. He is the last remaining senior Apple executive likely to publish a record of his experiences.

Heavily illustrated with fascinating and **previously unpublished rights-free photographs**, including those the Beatles at the Maharishi's ashram in India, **this book contains a plethora of stories and anecdotes untold until now.** O'Dell's position as a key figure in the Beatles history enables him to provide genuine insights into the group's personal, commercial and artistic motivation which few other books can touch.

At the Apple's Core is by turns an amusing, moving, controversial and revealing dissection of the Fab Four's experience as perceived by a genuine insider. It is **essential reading** for any true fan of the group and an indispensable addition to any Beatles library.

Already an established film producer when he first became involved with the Beatles in 1964, **Denis O'Dell** was central to the production of such Beatles-related films as *A Hard Day's Night*, *How I Won the War*, *Magical Mystery Tour*, *Let It Be*, and *The Magic Christian*. He was also a **director of the Beatles company, Apple Corps, and a close friend of the group.** Throughout a long and illustrious career as a writer, producer and assistant director, he has also worked closely with many of the greatest directors and actors of the twentieth century including Richard Lester, Sidney Lumet, Michael Cimino, Sean Connery, Anthony Hopkins, Bela Lugosi, Audrey Hepburn and Alec Guinness.

'An entertaining first-hand account of the pain and the pleasure of working at the core of Apple Corps in those heady years . . . O'Dell gives a vivid account of the disparate and conflicting strands within Apple . . . puts flesh on the bones of Lennon's famous remark that Apple's business ventures were "like playing Monopoly with real money". . . A must buy if only for O'Dell's previously unpublished photographs. Its strength lies in its portrayal of a day in the lives of the biggest band that ever was.' – *Variety* (USA)

' . . . gives fans exactly what they crave – an insider's view of the Fab Four at the height of their careers . . . An invaluable edition to the Beatles' ever-growing library.'
– *Film Review*

'With 64 pages of unpublished photos, *At the Apple's Core* is a sure winner for any Beatles fan.' – *The Latest*

For further information contact Simon Smith at Peter Owen