

The Beatles Inside Apple: Royal Yarns, Business Deals, and Creative Strife

The Beatles' time at Apple Corps was a period of both great creativity and great turmoil. The band's decision to form their own label was a bold move at the time, and it gave them unprecedented control over their music and their image.



The Beatles: Inside Apple by Royal Yarns

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However, Apple was also a magnet for hangers-on and sycophants, and the band's business dealings were often chaotic. As a result, The Beatles' time at Apple was marked by both triumphs and setbacks.

The Founding of Apple Corps

Apple Corps was founded in 1967 as a way for The Beatles to gain control of their own music and their image. The band had been unhappy with their previous label, EMI, which they felt was taking advantage of them financially.

Apple was conceived as a multi-media company that would encompass music, film, and television. The Beatles hoped to use Apple to release their own music, finance their own films, and promote their own brand.

Apple was funded by The Beatles themselves, and they initially brought in Neil Aspinall, the band's road manager, to run the company. Aspinall was a loyal and trusted friend, but he had no experience in the business world.

The Royal Yarn Years

The early years of Apple were marked by a series of lavish parties and events, which came to be known as the "Royal Yarn" years. These parties were attended by a who's who of the music and entertainment industry, and they helped to raise Apple's profile.

However, the Royal Yarn years also saw a number of business missteps. Apple was overstaffed and overspent, and it soon began to lose money. The Beatles were also increasingly distracted by their own personal problems, and they began to take less and less interest in Apple.

The Business Deals

In an effort to turn around Apple's fortunes, Aspinall brought in a number of outside investors. These investors included Allen Klein, a New York music manager who had a reputation for being both ruthless and successful.

Klein quickly took control of Apple's finances, and he began to make a series of deals that would ultimately benefit him more than The Beatles. Klein also alienated many of Apple's employees, and he created a hostile work environment.

The Beatles were increasingly unhappy with Klein's management of Apple, and they eventually decided to fire him. However, Klein refused to leave, and he filed a lawsuit against The Beatles.

The Creative Strife

The business problems at Apple took a toll on The Beatles' creativity. The band members began to argue more and more frequently, and they started to lose interest in making music together.

In 1970, John Lennon announced that he was leaving The Beatles. The other members of the band were shocked and saddened by Lennon's decision, but they eventually agreed to let him go.

The Beatles continued to record and perform as a trio for a few more years, but they never regained the same level of success that they had enjoyed in the 1960s. The band finally broke up in 1973.

The Legacy of Apple Corps

Apple Corps is still in existence today, although it is a much smaller company than it was in the 1960s. The company owns the rights to The Beatles' music and image, and it continues to release new Beatles products.

The Beatles' time at Apple was a mixed bag. The band achieved great success during this period, but they also faced numerous challenges. Apple was a victim of its own ambition, and it was ultimately unable to live up to the expectations that The Beatles had for it.

However, Apple also played a significant role in The Beatles' legacy. The company gave the band the freedom to experiment with their music and their image, and it helped to make them one of the most successful bands in history.

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