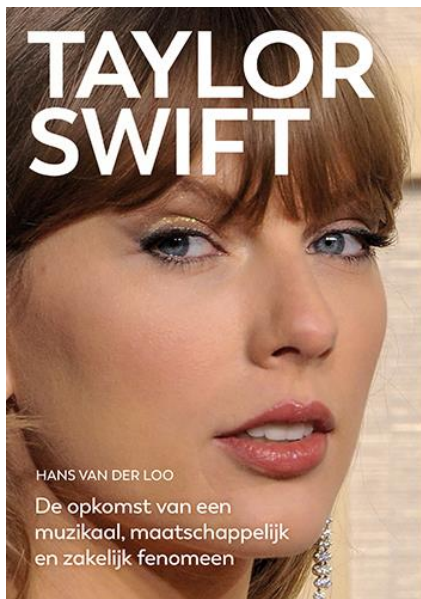


SANTASADŌ

Hans van der Loo - Taylor Swift

The Rise of a Musical, Social, and Business Genius

MUSIC



Taylor Swift has become a musical, social, and business phenomenon. How did she do this?

Taylor Swift is no audacious rock chick. Just as modest and friendly as when her career started, but the girl next door has grown up. With her ability to turn personal experiences into songs, she touches millions of people all over the world. Her concerts are record-breaking, she has amassed a huge following of fanatic Swifties, and she earns billions with her albums and performances.

But there is more. Taylor's influence reaches beyond her music. She has become a powerful voice in the political debate. Her candid opinion on women's rights, LHBTIQ+ rights, and US politics show that she's an artist who isn't afraid to use her influence for the

issues that matter to her.

Taylor is one of the most extraordinary individuals of our times.

Published in April 2024 | Paperback | 240 pages | ca. 62,000 words

- Dutch editions published by Haystack



ABOUT THE AUTHOR

Hans van der Loo previously wrote *Musk Mania*, a bestselling and concise biography on Elon Musk (over 10,000 copies sold, published in English, Spanish, Italian, German, Dutch, Turkish, Indonesian, and Vietnamese). With this biography he explains the appeal and impact of pop-phenomenon Taylor Swift and her influence on music, the music industry, business, and society.

TABLE OF CONTENTS

Introduction - A kaleidoscopic portrait of a pop icon

Chapter 1. Carelessness on the Christmas tree farm and the beach

Chapter 2. A new beginning in Nashville

Chapter 3. From country singer to pop music icon

Chapter 4. Sweetheart in a shitstorm

Chapter 5. From the dark forests to the golden daylight

Chapter 6. Taylor's Tribe: her own universe of superfans

Chapter 7. Inspired practicality from a closed oyster

Epilogue - Taylor's future