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Endure Like the Grateful Dead

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/2677/Endure-Like-the-Grateful-Dead>

Author and entrepreneur Guy Kawasaki shares how The Grateful Dead has continued to endure as a popular musical act. The legendary band encourages access for fans to record the group's music at concerts and to then share the music with others. This seemingly counter-intuitive idea, according to Kawasaki, is an important key to the group's enduring popularity.



Transcript

The next step is to make something endure. A great example of a band that has endured is the Grateful Dead. They're on their third and fourth generation fan. One of the things that the Grateful Dead does to ensure that it is enduring is it has a completely contrary policy towards ripping off its music. The Grateful Dead supports what's called "tapers", although nobody uses tape anymore. Tapers have a special section at every Grateful Dead concert. The Grateful Dead created a special area with great acoustics for amateurs to tape the concert. And as long as you don't use that music for commercial purposes, it lets you spread it as far and as wide as possible. Have you ever heard of any other group that would encourage you to tape the music at a concert and spread it around? This is one of the reasons why the Grateful Dead is enduring.