

taking care of business elvis

The Enduring Legacy of Taking Care of Business: Elvis Presley's Unmatched Drive

taking care of business elvis resonates deeply with fans and music historians alike, symbolizing the King of Rock and Roll's relentless work ethic and his unparalleled ability to connect with a global audience. This phrase encapsulates not just his musical output but also his meticulous approach to his career, his performances, and his overall brand. Beyond the iconic stage persona, Elvis Presley was a shrewd businessman who understood the importance of consistency, innovation, and building a lasting legacy. This article delves into the multifaceted aspects of "taking care of business" as it pertains to Elvis, exploring his early career strategies, his legendary performance evolution, his innovative marketing and merchandising, and the enduring impact of his business acumen on the entertainment industry. Understanding this aspect of Elvis's life offers a richer appreciation for the man behind the music and the empire he built.

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The Genesis of Elvis's Business Acumen

From his humble beginnings, Elvis Presley demonstrated an innate understanding of what it took to succeed in the burgeoning music industry of the 1950s. His early career was not merely about raw talent; it was about strategic moves orchestrated by a young man who was determined to make his mark. Working with shrewd managers like Colonel Tom Parker, Elvis learned the importance of controlling his image and maximizing his reach. This involved not just recording hit songs but also actively pursuing television

appearances and film roles, which were crucial for broader exposure and commercial success. The decisions made in these formative years laid the groundwork for the unparalleled phenomenon that Elvis would become, showcasing a proactive approach to building a career that went far beyond simply singing. He was always "taking care of business" by strategically positioning himself for maximum impact and longevity.

Early Career Strategy and Sun Records

The initial stages of Elvis's career at Sun Records under Sam Phillips were pivotal. Phillips recognized Elvis's unique vocal style and his ability to blend various musical genres, but it was the careful selection of songs and the deliberate cultivation of his image that truly set him apart. Elvis, guided by his management, understood the power of a distinct sound and a captivating visual presence. The decision to move from Sun Records to RCA Victor was a calculated business move, significantly expanding his distribution network and audience reach. This transition was not left to chance; it was a deliberate step to "take care of business" and elevate his career to national and international prominence, demonstrating a foresight rare in artists of any era.

The Role of Colonel Tom Parker

Colonel Tom Parker played an instrumental role in shaping Elvis Presley's business trajectory. While often a controversial figure, his business acumen cannot be understated. Parker was a master strategist who understood the mechanics of fame and the economics of the entertainment industry. He orchestrated a relentless touring schedule, secured lucrative recording contracts, and most importantly, transformed Elvis into a multifaceted entertainer. Parker's approach was always about maximizing every opportunity, from record sales to merchandise. His dedication to "taking care of business" for Elvis ensured that the King's career was consistently managed and profitable, often involving complex deals and innovative promotional campaigns that were ahead of their time.

Evolution of a Live Performance Powerhouse

Elvis Presley's live performances were legendary, evolving from raw, energetic rock and roll shows to polished, theatrical spectacles. This evolution was a testament to his continuous efforts to engage his audience and refine his craft. He understood that a powerful live show was a crucial component of "taking care of business," as it not only generated revenue through ticket sales and merchandise but also solidified his connection with his fans and kept his appeal fresh. The meticulous attention to detail in his costumes, stage presence, and musical arrangements demonstrated a professional dedication that defined his career.

The Memphis Sound and Early Concerts

The early concerts of Elvis Presley were characterized by an electrifying raw energy that shocked and captivated audiences. His performances in Memphis and across the South were groundbreaking, blending country, blues, and gospel into a revolutionary sound. These early shows were about establishing his presence and proving the power of his unique musical style. Even in these nascent stages, Elvis was "taking care of business" by delivering performances that were not just musically compelling but also visually arresting, with his signature moves and charismatic stage presence. This foundational approach to live performance set the stage for future success.

The Vegas Era and Stage Spectacle

The Las Vegas era marked a significant evolution in Elvis's live performances, transforming them into grand spectacles. His residencies at the International Hotel were meticulously planned events, featuring elaborate costumes designed by Bill Belew, a tight band, and a commanding stage presence. This was "taking care of business" on an grand scale, where every element was curated to create an unforgettable experience for the audience. The sequined jumpsuits, the powerful vocal performances, and the sheer magnetism of Elvis on stage became synonymous with a new era of live entertainment. The Vegas shows were not just concerts; they were meticulously crafted events designed for maximum impact and commercial success.

Vocal Performance and Stage Presence

Elvis's vocal delivery was always at the heart of his appeal, but his stage presence was equally crucial. He possessed an innate ability to command attention, captivating audiences with his charisma, his physical expressiveness, and his genuine connection with the music. This combination of vocal talent and magnetic stage presence was a key element in his success, demonstrating a holistic approach to his artistry. Whether he was belting out a rock anthem or crooning a ballad, Elvis was always fully immersed in his performance, embodying the essence of "taking care of business" through his dedication to delivering an exceptional show every single time.

The Business of Elvis: Marketing and Merchandising Mastery

Elvis Presley, alongside his management, was a pioneer in understanding and implementing effective marketing and merchandising strategies. The concept of branding an artist was relatively nascent, but Elvis's team brilliantly leveraged his image and music to create a commercial empire. This proactive approach to "taking care of business" extended far beyond record sales, encompassing a wide array of products and endorsements that solidified his status as a global icon. The sheer volume and variety of Elvis merchandise are a testament to his commercial appeal and the strategic genius behind his business.

operations.

Creating the Elvis Presley Brand

The creation of the Elvis Presley brand was a deliberate and highly effective process. From his distinctive hairstyle and clothing style to his signature dance moves and vocal inflections, every aspect of Elvis's persona was carefully cultivated. This consistent and recognizable branding made him instantly identifiable worldwide. The "taking care of business" philosophy meant that every public appearance, every photo opportunity, and every recording session contributed to building and reinforcing this powerful brand, making him one of the most recognizable figures in history.

Pioneering Merchandise and Endorsements

Elvis was one of the first artists to truly capitalize on merchandise and endorsements. His image adorned everything from lunchboxes and T-shirts to dolls and comic books. This extensive merchandising operation was a significant revenue stream and a powerful tool for expanding his reach. Colonel Parker masterfully negotiated these deals, ensuring that Elvis's likeness was everywhere, further cementing his cultural omnipresence. This innovative approach to "taking care of business" set a precedent for countless artists who followed, demonstrating the immense commercial potential of an artist's image beyond their music alone.

The Impact of Film and Television

Elvis's ventures into film and television were also strategic business decisions aimed at broadening his appeal and increasing his income. While his acting career had mixed critical reception, the films were often box office successes, exposing him to new audiences and generating substantial revenue. His television appearances, particularly his early performances on shows like *The Ed Sullivan Show*, were instrumental in launching him into national stardom. These multi-platform strategies were all part of Elvis's commitment to "taking care of business" by diversifying his creative output and maximizing his economic opportunities.

Beyond the Music: Elvis's Impact on the Entertainment Business

The influence of Elvis Presley extends far beyond his musical contributions. His career redefined the landscape of the entertainment business, setting new standards for artist management, marketing, and global reach. His success demonstrated the potential for artists to become multi-faceted brands, impacting various industries and leaving a lasting legacy. This holistic approach to his career, characterized by a relentless drive to "take care of business," has shaped the careers of countless entertainers who have followed in his footsteps.

Redefining Stardom and Celebrity

Elvis Presley essentially redefined what it meant to be a global superstar. He was one of the first artists to achieve such widespread and enduring fame, transcending musical genres and geographical boundaries. His celebrity status extended into fashion, film, and popular culture, making him a true icon. This level of pervasive fame and influence was a direct result of his consistent performance, strategic career management, and relentless pursuit of opportunities, all hallmarks of "taking care of business."

Influence on Artist Management and Marketing

The business model employed by Elvis and his management, particularly Colonel Tom Parker, had a profound impact on how artists were managed and marketed. The focus on brand building, extensive merchandising, and strategic use of media platforms became standard practice. Artists today still benefit from the blueprints laid out by Elvis's team, demonstrating the long-lasting effects of his business ventures. The understanding that an artist's career is a comprehensive business, not just a musical endeavor, owes a great deal to the way Elvis was managed and marketed.

The Power of a Global Brand

Elvis Presley remains one of the most recognizable and marketable brands in the world, even decades after his passing. His image and music continue to be celebrated and consumed by new generations. This enduring global brand is a testament to the meticulous "taking care of business" that defined his career, ensuring his legacy continues to thrive. The Graceland enterprise, the ongoing releases of his music, and the pervasive cultural presence of Elvis all signify the power of a well-managed and universally loved brand.

Preserving the Legacy: Ongoing "Taking Care of Business" Efforts

The work of "taking care of business" for Elvis Presley did not end with his passing. His estate and dedicated fans have continued to preserve and promote his legacy, ensuring that his music, image, and cultural impact remain vibrant. This ongoing effort involves meticulous curation of his vast archive, innovative marketing of his brand, and the continued operation of Graceland as a premier tourist destination. The commitment to maintaining and expanding Elvis's influence demonstrates a deep understanding of his enduring appeal and the importance of his place in cultural history.

Graceland as a Cultural Icon

Graceland, Elvis Presley's iconic Memphis mansion, stands as a monument to his life and career. It is not just a home but a meticulously managed museum and tourist attraction that draws millions of visitors annually. The preservation and operation of Graceland are a significant aspect of "taking care of business," offering fans an immersive experience into the world of Elvis. The estate's continuous development and its role in preserving his memory are crucial to his ongoing cultural relevance.

Archival Preservation and New Releases

The vast archive of Elvis Presley's recordings, photographs, and memorabilia is continuously being preserved and studied. This includes the release of new compilation albums, box sets, and documentaries that offer fresh insights into his artistry and life. These efforts are vital for keeping his music accessible to new audiences and for providing dedicated fans with new material to explore. This dedication to his artistic output is a direct continuation of the "taking care of business" ethos that characterized his career.

Fan Engagement and Global Reach

The enduring passion of Elvis Presley fans worldwide is a testament to his unparalleled connection with his audience. The ongoing efforts to engage this global fanbase through official fan clubs, social media, and special events ensure that his legacy continues to thrive. This sustained connection fosters a perpetual interest in his music and life, proving that the business of Elvis is indeed everlasting. The continuous stream of fan activity and interest underscores the success of the initial "taking care of business" strategies that built his empire.

Frequently Asked Questions

What are some of the most common misunderstandings about 'taking care of business' in the context of Elvis Presley's career?

A frequent misconception is that 'taking care of business' solely referred to Elvis's financial or contractual obligations. In reality, it encompassed a much broader scope, including managing his image, his music production, his touring schedule, his health and well-being, and even personal relationships. It was his catchphrase for ensuring everything related to his career was running smoothly and effectively.

How did Elvis Presley's 'taking care of business' approach evolve

throughout his career?

Initially, his 'taking care of business' was largely driven by Colonel Tom Parker. As Elvis matured and gained more creative control, especially in the late 60s and 70s, his involvement in 'taking care of business' became more direct. He actively participated in song selection, studio sessions, stage production, and even discussed tour logistics. This shift reflected his growing desire for artistic input and a more hands-on management of his legacy.

What role did Colonel Tom Parker play in Elvis's 'taking care of business'?

Colonel Tom Parker was the central figure in Elvis's 'taking care of business' for the vast majority of his career. He handled virtually every aspect of Elvis's professional life, from contracts and endorsements to marketing and touring. While often criticized, Parker's relentless work ethic and strategic vision were instrumental in establishing and maintaining Elvis's global superstardom. However, his methods also sometimes led to compromises in Elvis's creative freedom.

How did Elvis's personal life intersect with his 'taking care of business' philosophy?

Elvis's personal life was inextricably linked to his 'taking care of business.' His desire for financial security and a certain lifestyle directly fueled his extensive touring and lucrative deals. Conversely, the demands of his career and the constant need to 'take care of business' often impacted his personal relationships and health, leading to a complex interplay between his professional obligations and his private life.

What were some of the key challenges Elvis faced in 'taking care of business' during his later years?

In his later years, Elvis struggled with escalating health issues, fatigue, and a desire for more personal time, which made it increasingly difficult to effectively 'take care of business.' The intense touring schedule, coupled with his reliance on prescription medication, impacted his performance and his ability to manage the demands of his career. This period saw a noticeable strain on his overall well-being and his capacity to oversee all aspects of his business.

Can the phrase 'taking care of business' offer insights into Elvis's work ethic?

Absolutely. The consistent use of 'taking care of business' by Elvis and his team highlights a proactive and diligent approach to managing his career. It suggests a dedication to ensuring his projects were completed, his finances were in order, and his public persona was maintained. It speaks to a desire to control his destiny and maximize his opportunities in the highly competitive entertainment industry.

Beyond the practicalities, what does 'taking care of business' reveal about Elvis's mindset regarding his legacy?

The emphasis on 'taking care of business' implies Elvis was acutely aware of the importance of preserving his legacy. By actively managing his affairs, he was, in essence, safeguarding his artistic output, his enduring popularity, and his place in popular culture for future generations. It suggests a forward-thinking perspective that went beyond immediate gains, aiming for lasting impact and recognition.

Additional Resources

Here are 9 book titles related to "taking care of business Elvis," with descriptions:

1. Elvis Presley: The King of Rock and Roll

This comprehensive biography delves into Elvis Presley's meteoric rise to fame and his profound impact on popular culture. It explores his musical evolution, his iconic performances, and the business acumen that propelled him to global superstardom. The book examines the various facets of his career, from recording sessions to film productions and his legendary Las Vegas residencies. It paints a detailed picture of the man behind the legend and how he masterfully managed his brand.

2. Graceland: The Living Legacy of Elvis Presley

More than just a home, Graceland was Elvis's sanctuary and a testament to his success. This book offers an intimate look at his opulent estate, detailing its history, design, and the significant role it played in his life. It explores how Graceland became a pilgrimage site for fans and a carefully managed tourist attraction, contributing to Elvis's enduring financial legacy. The narrative highlights the preservation efforts that ensure Graceland remains a vibrant monument to his career.

3. Elvis Presley: The Business of a Legend

This title explores the intricate business empire that Elvis Presley built and that continued to thrive after his passing. It dissects the marketing strategies, merchandising, and brand management that made him one of the most recognizable figures in the world. The book examines the role of his manager, Colonel Tom Parker, and the legal and financial frameworks that governed Elvis's career. It provides insights into how a musical artist can become a powerful business entity.

4. Elvis: The Voice, The Style, The Empire

This visually rich book celebrates the multifaceted appeal of Elvis Presley, tracing his influence across music, fashion, and entertainment. It details how his unique vocal style and distinctive look became instantly identifiable and commercially potent. The narrative goes beyond the music to explore the branding and promotional efforts that solidified his status as an unparalleled global icon. It showcases how these elements combined to create a truly enduring business phenomenon.

5. Colonel Tom Parker: The Man Who Invented Elvis

This biography delves into the complex and often controversial figure of Colonel Tom Parker, Elvis

Presley's long-time manager. It scrutinizes his promotional genius, his business dealings, and his alleged exploitation of Elvis's talent. The book offers a critical examination of Parker's methods and their impact on Elvis's career trajectory and financial well-being. It highlights the crucial, albeit debated, role he played in shaping the "business of Elvis."

6. Elvis Presley: From Tupelo to the World stage

This book chronicles Elvis Presley's journey from humble beginnings to becoming a global phenomenon, emphasizing the strategic steps that facilitated this ascent. It examines the early deals, the shrewd negotiations, and the building of his public image that allowed his music to reach a vast audience. The narrative highlights how his talent was effectively marketed and packaged to conquer the world. It serves as a case study in the entrepreneurial spirit applied to the entertainment industry.

7. The Business of Rock: Elvis Presley and the Music Industry

This academic yet accessible exploration examines Elvis Presley's pivotal role in shaping the modern music industry. It analyzes the business models, record label structures, and distribution channels that were either influenced by or exploited by his success. The book delves into the economics of rock and roll and how Elvis's unparalleled sales figures and touring revenue set new benchmarks. It provides context for understanding the business machinations behind one of music's greatest icons.

8. Elvis's Memphis: The Business of the King's City

This book focuses on the economic and cultural impact of Elvis Presley on his adopted hometown of Memphis, Tennessee. It explores how Graceland became a major tourist draw, generating significant revenue and employment for the city. The narrative highlights the ripple effect of his presence, from the music venues he frequented to the businesses that catered to his fans. It illustrates how a single artist can become an economic engine for an entire region.

9. Elvis Presley: The Brand that Never Dies

This insightful work analyzes the enduring and remarkably resilient brand of Elvis Presley. It delves into how his image, music, and persona have been continuously marketed and revitalized across generations. The book examines the strategies employed by his estate and licensing partners to keep his legacy relevant and profitable. It explores the psychology of fandom and the commercial power of nostalgia.

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