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Taylor Swift. The One Michele Lallai

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**Person of the Year 2023 and the world's most listened-to singer!
The only four-time Grammy Award winner 2024.**

Taylor Swift. The One

She is celebrating a 20-year career (she started at the age of 13), has sold 200 million records, broken 117 Guinness records, is the highest earning female touring artist in history, has been the most listened to singer on Spotify for the last 12 months, and her business empire is over a billion dollars.

An enigmatic figure and perhaps incomprehensible to a segment of the population that is now an adult, Taylor Swift is the idol of generation Z. She has managed to channel a contemporary yet utterly traditional taste, absorbing many contradictions within herself. Starting with country music and the image of the star-spangled girl, she has managed to evolve into a global pop star, a little sexy, a little harmless, definitely empowered.

In short, Swift is an absolute icon, a generational model, a counterintuitive diva, a business machine.

In this book, written for the Swifties and beyond, Tay's life and career are chronicled, from her country-sounding debut to *Midnights* and the triumphant Eras Tour, with sold-out dates all over the world and millions of fans under her stage, crazy about her. The first ten albums are described and analysed here, track by track - 144 songs - in an unprecedented in-depth musical examination of her oeuvre. In parallel, the salient episodes of her life, both artistic and personal, made up of triumphs and fears, happy and dramatic relationships, collaborations and betrayals, which compose a well-rounded portrait of a true media, social, cultural and entrepreneurial phenomenon.



Michele Lallai born in Cagliari in 1986. He has always been passionate about literature, music and engines and specialised in automotive journalism.

He has editorial collaborations in music to his credit and is successful as a DJ and event organiser. He has been following Taylor Swift's music career with great attention for years.

English language text available

You can download an excerpt from the book here



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