



## **Elvis Presley: The once and future 'King'**

Daniel Alef

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#### Elvis Presley: The once and future 'King' Daniel Alef

Biographical profile of Elvis Aaron Presley. Presley is the highest-paid dead celebrity, generating \$49 million in 2007 from the sale, licensing and distribution of his trademark, image, and music catalogue, and from tours of Graceland, one of American's most famous historic homes. Yet the King has been dead for more than 30 years! Long live the King! Elvis is an iconic American fixture; other than one impromptu show in Paris while he was on leave from the Army, he never performed outside of North America. Yet his name, not to mention his music and likeness, is better known worldwide than most o ftoday's most well-known performers and political leaders. "He was called the "King of Rock and Roll" or simply "the King." Awardwinning author and syndicated columnist Daniel Alef, who has written more than 300 biographical profiles of America's greatest tycoons, brings out the story of Presley and his remarkable life of ups, downs and achievements. [1,417-word Titans of Fortune article].



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