



# THE MIXTAPE MANIFESTO

a pop culture  
confessional

## The Mixtape Manifesto: A Pop Culture Confessional

### Book Synopsis

**Author:**  
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### Twitter:

From music industry insider SW Hammond comes a collection of provocative short stories on his life as a Lost Boy in search of Winnie Cooper.

### Short:

A collection of short stories from music industry professional, SW Hammond, spanning more than a decade and woven together to create the misguided anti-love story of a young man learning about relationships and the opposite sex through music, movies, and television.

### Long:

Raised on rock n' roll, with a particularly strong affinity for women who rock, Hammond blends an unparalleled view of pop culture and philosophy that follows him from his early twenties through his early thirties.

*The Mixtape Manifesto: A Pop Culture Confessional* is rich with photography capturing Hammond's days as a tour

manager on Warped Tour and working for Sony Music Entertainment, as well as bringing to life the music, movies, and television that has plagued his rational sense of love and relationships. From childhood viewings of *Full House* leading to his lifelong hatred of John Stamos, his introduction to the Riot Grrrl movement and Kathleen Hanna, and to a questionable infatuation with *The OC*'s Summer Roberts - each story blends a reflective Kevin Arnold-like inner monolog with Wild Turkey.

*The Mixtape Manifesto* is the byproduct of one too many romantic comedies. Inspiration, enlightenment, and delusion fuel Hammond's quest as he searches for a bit of meaning to life and someone to share it with.