

'It was an experiment. **Looking back, I'm glad we did it but I'm glad we jumped off when we did** after three years of feeling like a laboratory rat' – the singer Ozzy Osbourne, who starred with his family in *The Osbournes*, says he didn't enjoy having his life chronicled in the show



1. Rick Ross arrested

The rapper Rick Ross has been released after his arrest following a concert in the United States. Police said Ross was taken into custody on Friday after the SuperJam concert in North Carolina. A court had issued an order for his arrest because he failed to appear in court on a previous misdemeanour drugs charge. The rapper, whose real name is William L Roberts, was taken into custody after his performance. According to the police department, he was released on US\$1,000 (Dh3,700) bond. – AP



2. Ek Villain has 'awesome' opening day

Mohit Suri's romantic thriller *Ek Villain* hit more than 2,500 screens in India on Friday, raking in 16.72 crore rupees (Dh10.23 million). "#EkVillain Fri (Rs.) 16.72 cr nett [2539 screens]. India biz. Second highest opener of 2014. In terms of screen average, it's HIGHEST. AWESOME!" tweeted the Indian trade analyst Taran Adarsh. The film stars Sidharth Malhotra, Riteish Deshmukh and Shraddha Kapoor and is screening in UAE cinemas now. *Ek Villain* is produced by Ekta Kapoor under her production house Balaji Motion Pictures. – IANS



3. Cheadle crowdfunds Miles Davis biopic

Don Cheadle needs more cash for his Miles Davis biopic and has turned to the crowdfunding site Indiegogo to make up the shortfall weeks before he makes his directorial debut shooting the movie. Ewan McGregor is also adding his star power to the project, in which Cheadle will play Davis. Perks to entice people to pledge money range from set visits to a lunch with Cheadle and even an assistant producer credit for a US\$25,000 (Dh92,000) donation. Filming is due to start in early July in Cincinnati and last for six weeks. – AFP

Isaac Brekken / AP Photo; Courtesy Balaji Motion Pictures; Martin Bureau / AFP; Juan Mabromata / AFP; Francois Guillot / AFP



James Hetfield at Glastonbury. Ian Gavan / Getty Images

4. Vidya Balan: I watch football for Messi

Vidya Balan says her interest in football is limited to the Argentine forward Lionel Messi. "I just know Messi because he is good looking," the actress admitted. "My friends tell me when Messi's game will be telecast and I switch on the TV and watch ... otherwise I don't have any interest in football." Balan, who is promoting her forthcoming detective drama *Bobby Jasoos* in Kolkata, was in Dubai last week. The film is out in the UAE on Thursday. – IANS

5. Dior front-row distractions

Chanel's showman Karl Lagerfeld rocked up late to the Dior Homme show at Paris Fashion Week on Saturday – as is tradition. What was unexpected, however, was the octogenarian chatting and laughing all the way through the show with Bernard Arnault, the head of LVMH, which owns Dior and is considered rivals of Chanel's Wertheimer family. Lagerfeld's eccentric gesticulations with his gloved hands distracted guests. Also in the front row were the actor Ansel Elgort and the rapper Kid Cudi, both decked in Dior clothing. For the label's spring/summer line, the designer Kris Van Assche mixed the staple tailored business suits of the Dior man with a spattering of the ease of southern French bohemian artists. Navy suiting contrasted with Gallic-looking striped sweaters and coloured T-shirts. – AP



books & views

'About the ending of the book and whether or not Rhett came back to his wife – well, you have me out on a limb' – a letter written by the late Margaret Mitchell (pictured), revealing she didn't know whether Scarlett O'Hara and Rhett Butler would ever get back together in her novel *Gone with the Wind*



The Midas touch of SRK

Priti Salian speaks to Koral Dasgupta about her book on how Shah Rukh Khan has marketed himself to leverage his success

He's India's biggest star and the world's second-wealthiest actor with a net worth of US\$600 million (Dh2.2 billion). But what makes Shah Rukh Khan so successful? Koral Dasgupta, a Mumbai-based business school instructor, believes one reason is the actor's marketing genius, which is cleverly applied to building his personal brand.

Dasgupta studied the megastar's innovative moves and documented them in her book, *Power of a Common Man: Connecting with Consumers the SRK Way*, which was published last month.

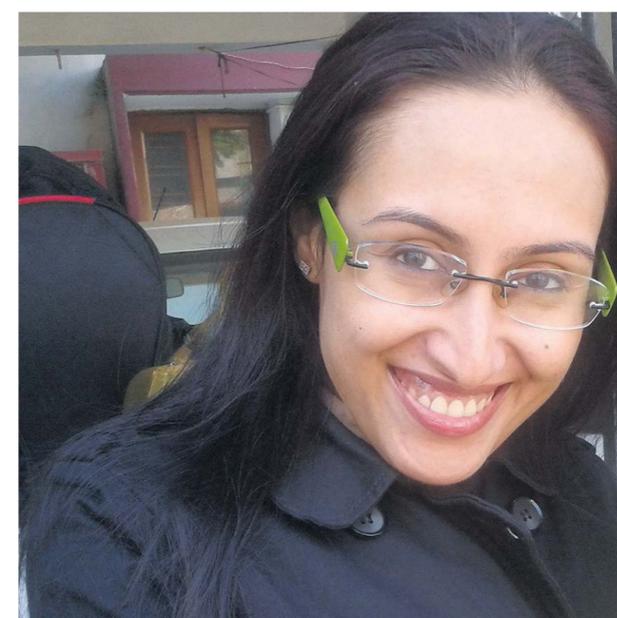
Dasgupta analyses the SRK brand by taking readers on a nostalgic journey of his life – from the time he soared to fame with his appearance in the television serial *Fauji* (1988), to how he marketed an average film such as last year's *Chennai Express*, which went on to make almost Dh245m.

What prompted you to write about Shah Rukh Khan?

As a marketing management instructor in Mumbai, I had felt the need to offer my students new applications to theories they studied. During my lessons, I had amply used examples from Indian films to pique their interest. Since Bollywood is a subject I understand well, I decided to write a semi-academic book, which could be a guide for fun and effective learning. SRK became a natural choice for me not only because I am one of his biggest fans, but also since he is a marketing success extraordinaire.

When you started writing, did you think the book would target anyone but management students?

My first draft, which I discarded later, was an out-and-out management referral. On seeing it, I questioned myself whether I was willing to dissociate SRK fans from the book. They were the ones who would like to read and understand the book and cheer for it. So I rewrote the manuscript, leaving out the graphs, grids and analyses, so



Koral Dasgupta has analysed SRK's career. Courtesy Tuhin A Sinha

that everyone could understand how to build their own personal brand.

During your research, did you encounter any surprises?

SRK has a huge fan base in the international market, thanks to his unique way of engaging with his followers. I was astounded to learn that there are people across the globe who don't understand a word of Hindi, but watch his films, follow his endorsements and cheer his IPL team. One example is the Korea Indian Film Association in Seoul. Its non-Hindi-speaking members meet a couple of times every month to watch his movies.

Several have adopted nicknames based on characters he has played. That's the kind of effect he has on his fans.

What did you find SRK's biggest reason for success to be?

It is difficult to pinpoint a single reason. It won't be fair to say it's just his innovative marketing strategies. SRK's dynamic qualities have made him the megastar he is today. His energy, passion, eloquence, intensity and people skills are fabulous.

You have dedicated your book to

SRK and have addressed him in its prologue. Has he expressed his views on the book?

SRK had once retweeted a media report written on my book, so I'm sure he is aware of its existence. However, even though I had mailed him the first copy, I don't know if he has read it yet. I certainly hope to hear his comments some day.

What kind of response has your book had from the Middle East and the world?

Many SRK fans from the Middle East, Turkey, Algeria, Italy, Spain, Germany, Russia and Indonesia have reached out to me with their views on the book. Several, especially from the Middle East, requested print copies and have paid heavy courier charges for them. One gentleman from Dubai wrote to me saying how people in his country wait for such books to learn more about Bollywood stars they have limited access to and that I should work upon making my book available in bookstores across the UAE.

● *Power of a Common Man: Connecting with Consumers the SRK Way* is available on Amazon and costs Dh25

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For parents, Ramadan is a test of values that are passed down

It is not going to be easy to teach Baby A that Ramadan is not just about starving all day and bingeing at night. We're only into the second day of the Holy Month and already I have 20 tabs of recipes open on my laptop and a fridge full of food taunting me all day and night.

I spent the days leading up to the Holy Month planning the elaborate menus I would be serving and the guests I would be inviting, rather than focusing on the spiritual importance of the month. It's always a struggle to get into the right mindset when your stomach is grumbling and your throat is parched, but it's a duty I have to live up to – for my own reasons and my responsibilities to my daughter. She is not even 2 and obviously can't grasp the month's significance, but I figure I can get some practice in so I can set a better example from here on out.

I was hoping to make a big deal of Ramadan and get Her Dictatorship as excited about it as she gets when she sees a Christmas tree or a big man with a white beard in a red suit. Her association skills are excellent; snowman equals Santa equals presents. No problems in comprehension there. But with Ramadan, so far, I'm failing.

Baby A is like a parrot; she'll repeat any word we ask her to say, although her pronunciation is often wanting. But ask her to say "Ramadan" and she just giggles and shrugs. No matter what we do, she's not taking the bait.

There is so much to teach her about this holiest of months in the Islamic calendar, about this month of giving, praying and caring. It's up to Mr T and me to explain to her that we are meant to remember those who are less fortunate, those who are fighting hunger and poverty, and to find ways to share our bounties with them. We should be exemplifying these attributes to her all year long, but we also want her to feel the beauty of Ramadan.

These are lofty aspirations, certainly, and especially so for a 22-month-old baby.

I worry that she'll grow up thinking Ramadan is all about the food. Countless hours are spent in the kitchen each day during this Holy Month, and at iftar time, so much emphasis is placed on the mountains of food weighing down the table. It is a challenge for us, as adults, to focus on the true meanings of the month, but with a child in the house, it becomes imperative that we make the effort and we have to start somewhere.

This year, when decorating our home for Ramadan, I got Baby A involved. We made a big deal of the Ramadan moon and Ramadan stars as we placed them around the apartment. I am making more of an effort to pray, so Baby A can watch and mimic. Mr T has promised he would take her to the mosque soon, where worshippers look kindly upon a toddler attempting to wreak havoc.

As much as I am obligated, as a Muslim, to observe the rites of this Holy Month, I am also obligated, as a Muslim mother, to instil the values in my daughter that allow her to grow up into the kind of woman who loves, appreciates and looks forward to Ramadan.

Fasting, however, is the one aspect of the month that we'll take our time explaining to Baby A. Considering how difficult it is to get this kid of mine to eat, there's no need to plant ideas of abstaining from food in her little head. We'll hold out a little bit on that one.

Hala Khalaf is a freelance journalist in Abu Dhabi

Metallica seek and destroy critics at Glastonbury

Metallica rocked Glastonbury on Saturday night, confounding critics who said heavy metal had no place at Britain's biggest music festival.

After opening with *Creeping Death* and *For Whom the Bell Tolls*, the frontman James Hetfield said they were representing "the heavier side of music" at the festival held on a farm in rural south-west England.

Both fans and newcomers to metal enthusiastically welcomed songs such as *One* and *Enter Sandman* in the Pyramid Stage performance.

The choice of the American group, who have sold more than 120 million records, for the

prestigious Saturday headline slot had been controversial.

Some of the 135,000 festival goers complained that their music did not fit into Glastonbury's hippy ethos. Others said Hetfield's narration of a television show about bear hunting did not fit the event's environmental culture.

Hetfield answered both counts in their performance. He said all types of music were represented at Glastonbury, "so why not heavy rock?"

And a film at the start of the performance took a humorous swipe at the hunting controversy.

It showed a traditional English fox hunt ending with the red-jacketed huntsmen being shot

by bears, revealed to be the members of Metallica in costume.

Ending with *Seek and Destroy*, Hetfield shouted: "Metallica and Glastonbury, together at last."

He thanked Michael Eavis, the 78-year-old founder of the event that was started in 1970.

Eavis had defended the bill toppers, telling the BBC earlier this month: "There's no other band in the whole history of the festival that has been so keen to play. They will do the best set of their lives here."

★ Reuters