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Beatlemania: Technology, Business, and Teen Culture in Cold War America (Johns Hopkins Introductory Studies in the History of Technology)

Andr Millard

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Andr Millard : Beatlemania: Technology, Business, and Teen Culture in Cold War America (Johns Hopkins Introductory Studies in the History of Technology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Beatlemania: Technology, Business, and Teen Culture in Cold War America (Johns Hopkins Introductory Studies in the History of Technology):

2 of 2 people found the following review helpful. Beatlemania By Seestheday This is a great read for nostalgia buffs. You get plenty of background information, too. But as to why everybody went so crazy in the mid-sixties, I still can't quite figure it. Maybe the book might have used more pictures. Many of them are real treasures now. 2 of 3 people found the following review helpful. A new look at Beatles History By linsey mumma I got this book for an upper level college history course and I found it to be a very interesting read. The cultural history discussed by the author gives a well rounded and creative look at why the Beatles became so popular in America, along with historical information on the background of the Beatles before they became famous. 3 of 4 people found the following review helpful. I remember the day... By Madame Bovary I was only five years old when the Beatles premiered on the Ed Sullivan Show, singing "I want to Hold Your Hand" to hoards of screaming, fainting girls. Although my traditional, Goldwater-voting father rolled his eyes at the hype and hysteria, this performance fused the rest of us to the collective zeitgeist of the early 1960's. Beatlemania explores the musical phenomenon that swept away the staid attitudes of the fifties and whipped up the world's youth to write lyrics and melodies that defined not only their generation, but those to come. Millard argues that this was made possible by the convergence of technological advances in recording and production that made high-quality sound available to the masses, spawning the expansion of the global music industry that we know today. Indeed, Beatlemania was a turning point not only for economic expansion, but the export of political, poetic and philosophical ideas that shaped the viewpoint of a generation of youth facing the draft, the struggle for civil rights, and other challenges of conscience such as poverty, sexual freedom and drug use. I enjoyed this book and recommend it for anyone interested in the Beatles and how they, "made friends with a whole country of strangers by television" and went on to revolutionize the world.

The fame, talent, and success of the Beatles need no introduction. Nor does the world need another book exploring the band's skill and its influence on music and society in the United States, Britain, and the rest of the world. Andr Millard instead studies the Beatlemania phenomenon from an original perspective—the relationship among the music business, recording technologies, and teens and young adult culture of the era. Millard argues that, despite the Beatles' indisputable skill, they would not have attained the global recognition and been as influential without the convergence of significant developments in the way music was produced, recorded, sold, and consumed. As the Second Industrial Revolution hit full swing and baby boomers came of age, the reel-to-reel recorder and other technological advances sped the evolution of the music business. Musicians, recording studios and record labels, and music fans used and interacted with music-making and -playing technology in new ways. Higher quality machines made listening to records and the radio an experience that one could easily share with others, even if they weren't in the same physical space. At the same time, an increase in cross-Atlantic commerce—especially of entertainment products—led to a freer exchange of ideas and styles of expression, notably among the middle and lower classes in the U.S. and the UK. At that point, Millard argues, the Beatles rode their remarkable musicianship and cultural savvy to an unprecedented bond with their fans and spawned Beatlemania. Refreshing and insightful, Beatlemania offers a deeper understanding the days of the Fab Four and the band's long-term effects on the business and culture of pop music.

"Any interested in either the Beatles or the undercurrents of the music industry as a whole will find this a thought-provoking discussion especially suitable for college-level music collections strong in popular music!" (Midwest Book Review) [Beatlemania] is well-written, clearly argued, presents a different interpretation of a much-studied topic, and places the story into the broader historical context." (Douglas Karsner Essays in Economic and Business History) About the Author Andr Millard is a professor of history at the University of Alabama at Birmingham. He is the author of several books, including *The Electric Guitar: A History of an American Icon*, also published by Johns Hopkins.