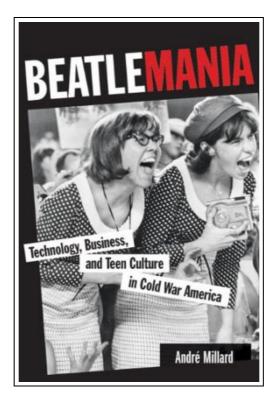
### Beatlemania: Technology, Business, and Teen Culture in Cold War America (Paperback)



Filesize: 5.96 MB

### Reviews

These types of ebook is the best book available. It really is writter in easy terms instead of hard to understand. You will like just how the article writer create this book.

(Krista Nitzsche Jr.)

# BEATLEMANIA: TECHNOLOGY, BUSINESS, AND TEEN CULTURE IN COLD WAR AMERICA (PAPERBACK)



JOHNS HOPKINS UNIVERSITY PRESS, United States, 2012. Paperback. Condition: New. Language: English. Brand New Book. 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. Andre 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.



### See Also



#### The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Save children's lives learn the discovery of God Can we discover God?...

Save PDF »



# Johnny Goes to First Grade: Bedtime Stories Book for Children s Age 3-10. (Good Night Bedtime Children s Story Book Collection)

 $\label{lem:condition:new.MalgorzataGudziuk (illustrator). Large Print. 229 \times 152 \, mm. \\ Language: English . Brand New Book ****** Print on Demand ******. Do you want to ease tension preschoolers have... \\ Save PDF **$ 



#### 9787538264517 network music roar(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2003-01-01 Pages: 273 Publisher: Liaoning Education Press title: music network roar...

Save PDF.»



## Applied Undergraduate Business English family planning materials: business knowledge REVIEW (English) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012 Pages: 240 Language: English Publisher: Foreign Economic and Trade University... Save PDF »



#### Music for Children with Hearing Loss: A Resource for Parents and Teachers

Oxford University Press Inc, United States, 2014. Paperback. Book Condition: New. 228 x 156 mm. Language: English . Brand New Book. Written by an expert in the field who is both a teacher and a...

Save PDF »