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# How The Beatles Changed The World



## Synopsis

The Beatles' first appearance on the Ed Sullivan show, has been called "a night that changed the course of American culture." More than seventy million television viewers - the largest-ever audience for an entertainment show - watched the Beatles' performance that February 9, 1964. It was only the beginning. Had the Beatles been simply the most successful musical group of all time, their place in history would be secure. But they were much, much more. The Beatles changed popular culture forever. They changed the way people listened to music and experienced its role in their lives. And they were even more. For as their work matured, they became nothing less than the embodiment of the social and cultural revolutions of the 1960s. Readers will also discover how the Beatles became prisoners of their own success and how, by retreating into the recording studio, they attained even greater heights by creating songs and albums of such meaning and of such influence that the entire nature and importance of popular music was profoundly altered.

## Book Information

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Age Range: 10 - 14 years

Grade Level: 5 - 8

## Customer Reviews

Gr 5-8 It's been 50 years since the Beatles' groundbreaking performance on the Ed Sullivan Show, and that is where Sandler begins this book about the band's influence on everything from music to movies, and even religion. It is an event that illustrates the scope and

intensity of Beatlemania, which would transform popular music, and according to Sandler, other forms of entertainment. How they changed various aspects of culture provides the framework for each chapter, but Sandler still takes a linear approach to the Beatles' history, covering their early days in Liverpool as teenagers to their post-breakup activities. Readers will find that the band introduced or revolutionized several music industry norms such as music videos, merchandising, stadium concert tours, and album cover design. Over the years, the Beatles' sound evolved, but they were the first band to think about their album as a whole piece of art rather than a compilation of individual songs. Sandler offers insights into their musical legacy as well as their work as political activists. The penultimate chapter of the book describes the social turmoil of the 1960s and how the Beatles' music inspired Russian teens behind the Iron Curtain. The book's design mostly allows for continuous reading, with special spreads occurring at natural breaks in the text. Various anecdotes and quotes from the band and others who were close to them enrich the text. Overall, this book is a welcome reminder that popular entertainment can be a powerful force for positive change in the world.

—Joy Piedmont, LREI, New York City

Even Beatles fans who have done their homework will find something new in this in-depth examination of the band's influence on music, religion, fashion, and movies on a global scale. The opening chapter begins with the "British invasion" of America, in February 1964, kicked off by the Beatles' appearance on the Ed Sullivan Show, but the book is not simply a chronology of their career. Rather, it is organized topically, including thematic chapters on the band's impact on individual aspects of culture. Some effects may seem superficial, such as the influences on hairstyles and suit coats, but others are far more profound, such as the feelings that Western music stirred in young people east of the Iron Curtain. Sandler heavily quotes contemporary interviews with band members themselves and those close to them to lend a behind-the-scenes feel to the narrative. Well-selected photographs emphasize the phenomenal popularity and undeniable impact of the Beatles and drive home the assertion that a rock band can have significance far beyond its music. Grades 5-8. --Erin Anderson

Martin W. Sandler delivers an incredible, fascinating account in a presentation about the Beatles as he tells it truthfully as it was and as a babyboomer living through the era of the sixties, it was an awesome trip down memory lane for my generation, and a remarkable behind the scenes story of 'Beatlemania' for today's generation. The author takes the reader on an inspiring, exciting trip as he tells how it all came about. He begins with the story about the first appearance on the Ed Sullivan

show that literally rocked America as we view breathtaking, color photos of pictures that speak for themselves. These 4 lads from Liverpool not only changed my generation, but the entire world, reflecting the most tumultuous decades in history. Their addicting influence captured my era, and now a whole new generation of readers. The author highlights how the Beatles changed popular music, the movies, their influence on religion, and how they split apart. In addition, Sandler describes how fast the Beatles moved up to fame and fortune, and how America was in awe at every performance they made. I remember when TV and radio broad-casted for several days as they announced their arrival in America, the excitement and hysterics were unforgettable. Everywhere the Beatles appeared drew thousands-upon-thousands of fans. I was fortunate to attend many live performances of different music icons including Elvis, and Diana Ross. But, the Beatles mesmerized their fans, they were loved as much as their music. The hysterical crowds of fans, made the Beatles worry about safety during most of their booming career. The author includes historic facts as he tracks the steps of their lives, about the first band to have a record sell a million copies before its release, and the first band to play in a stadium. I remember how their haircuts and clothing also changed my generation, along with other beliefs the Beatles shared with America. Most important, I remember one of the Best days in my life, watching their live performance at Shea Stadium with 55,000 fans. I've never seen anything like it, the screaming, people fainting, and police everywhere. It was the best birthday present I recall. As the book describes so clearly, they were history, and they were remarkable. A wonderful, enjoyable trip down memory lane, and a fascinating, enjoyable read. Highly recommended.

If you're a first generation Beatles fan, this will bring you back to the age you were then -- at which age this book is aimed. I haven't read every book about The Beatles, but have read quite a few, and this is the first in which I've seen this fact -- "In an unprecedented maneuver, [New York] radio stations had actually begun reporting on the plane carrying the Beatles from the moment it had taken off from England. 'It is now 6:30 a.m. Beatles time,' one station reported. 'They left London thirty minutes ago. They're out over the Atlantic Ocean, headed for New York. The temperature is 32 Beatles degrees.' . . ." I remember listening to that unfolding on the family transistor AM table radio -- and I wasn't in New York! (As I recall, it wasn't actually "unprecedented": during the post-WW II economic boom of the 1950s, radio stations annually reported the progress of Santa Clause on Christmas eve -- mixed in with, "Reasons to be GOOD! But if you weren't, Santa would put coal in one's stocking!") This is a fine book -- for all ages. And it will bring the first generation fan back to the feelings s/he had then.

Mr. Sandler has a talent for writing in a voice that is appealing to a broad age range of readers. Highly recommend!

Super fun book for a Beatles fan. Lots of fun facts and photos.

It's a very nice book. But it should be stated much more clearly up front that this is really and absolutely a photo-coffee table book. And it's very nice as that. But where does it really tell me the many reasons why the Beatles changed the world? It doesn't. It's just another story of the Beatles to add to the hundreds/thousands of others. A very misleading title.

It was a gift. The recipient loved it. Good service .Nice looking product.It certainly was great value for what I paid for it.

It was a very informative book about the history of the Beatles. It showed a lot of good pictures and stories of the Beatles.

Great publication that shows the importance of their music on entertainment of the day and forward.

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