

## History Of Rock And Roll 4th Edition Larson

When Jimi Hendrix died, the idea of a black man playing lead guitar in a rock band seemed exotic. Yet ten years earlier, Chuck Berry had stood among the most influential rock and roll performers. Why did rock and roll become white? Jack Hamilton challenges the racial categories that distort standard histories of rock music and the 60s revolution.

An essential work for rock fans and scholars, *Before Elvis: The Prehistory of Rock n Roll* surveys the origins of rock n roll from the minstrel era to the emergence of Bill Haley and Elvis Presley. Unlike other histories of rock, *Before Elvis* offers a far broader and deeper analysis of the influences on rock music. Dispelling common misconceptions, it examines rock s origins in hokum songs and big-band boogies as well as Delta blues, detailing the embrace by white artists of African-American styles long before rock n roll appeared. This unique study ranges far and wide, highlighting not only the contributions of obscure but key precursors like Hardrock Gunter and Sam Theard but also the influence of celebrity performers like Gene Autry and Ella Fitzgerald. Too often, rock historians treat the genesis of rock n roll as a bolt from the blue, an overnight revolution provoked by the bland pop music that immediately preceded it and created through the white appropriation of music till then played only by and for black audiences. In *Before Elvis*, Birnbaum daringly argues a more complicated

history of rock s evolution from a heady mix of ragtime, boogie-woogie, swing, country music, mainstream pop, and rhythm-and-blues a melange that influenced one another along the way, from the absorption of blues and boogies into jazz and pop to the integration of country and Caribbean music into rhythm-and-blues. Written in an easy style, Before Elvis presents a bold argument about rock s origins and required reading for fans and scholars of rock n roll history."

The History of Rock & Roll, Volume 11920-1963Flatiron Books

Rock and roll music evolved in the United States during the late 1940s and 1950s, as a combination of African American blues, country, pop, and gospel music produced a new musical genre. Even as it captured the ears of the nation, rock and roll was the subject of controversy and contention. The music intertwined with the social, political, and economic changes reshaping America and contributed to the rise of the youth culture that remains a potent cultural force today. A comprehensive understanding of post-World War II U.S. history would be incomplete without a basic knowledge of this cultural phenomenon and its widespread impact. In this short book, bolstered by primary source documents, Mitchell K. Hall explores the change in musical style represented by rock and roll, changes in technology and business practices, regional and racial implications of this new music, and the global influences of the music. The Emergence of Rock and Roll explains the huge influence that one cultural moment can have in the history of a nation.

In December 2015, the Smithsonian called on rock and roll lovers around the world to collect photos and stories of their favorite moments in music. Fans dug through attics, basements, closets, shoeboxes, digital cameras, and photo albums to post great rock shots to [rockandroll.si.edu](http://rockandroll.si.edu). From Woodstock to the Whisky a Go Go, from Lollapalooza to the 9:30 Club, and all the rockin' places in between, fans overwhelmingly responded with their favorite rock and roll moments. Iconic artists ranging from the Who to Nirvana to Chuck Berry to the Jimi Hendrix and many more are celebrated here. There are early photographs of everyone from Run-D.M.C. to the Runaways, and contemporary shots of some of the biggest names in music, including Bruce Springsteen, the Rolling Stones, and Metallica. Presented together, these photographs create a kaleidoscopic history of the artists, the musical styles, the venues, the concerts, and the fans. This is rock and roll as it has never been seen before.

The 27s is the first comprehensive account of the lives and legacies of the thirty-four musicians who make up (to date) rock's most notorious myth. It is also a capsule history of rock n' roll, twisting and turning through decades and genres, unfurling layers of numerology, philosophy, and astrology along the way. The text is complemented by compelling and multifaceted artwork that brings a nonlinear graphic novel edge to this major contribution to the study of rock culture.

This book provides both a historical survey of rock from its evolution in the mid-1950s to the 21st century and introduces elements of music exclusively through rock and roll. A

multitude of rock variations amid a bewildering array of styles, from soft rock to heavy metal to country rock. Each style is acutely analyzed with equal emphasis and an objective point of view. The Beatles, Elvis Presley, the Rolling Stones, the Grateful Dead, and Chicago are only a few of the many great rock artists who are featured in order to exemplify stylistic characteristics throughout the book.

Traces the history of rock and roll music from the 1950s to the present day and discusses its changing styles and leading personalities.

From the Stooges and MC to the White Stripes, Eminem, and Kid Rock, this account of rock in Detroit, which has always produced more subversive rock music than any city in the world, presents stories from the participants themselves.

Rock and Roll -- Changing Society, Evolving History Rock and Roll: Its History and Stylistic Development, 7th edition introduces students to the various elements of music along with the history of rock music. Rock and roll is more than just a musical style, it is an influential social factor. This program gives a thorough historical and musical analysis of rock artists, styles, and events in a clear and accessible language. This new edition includes callouts in the text that links students to the new MySearchLab with eText website, as described in the features section. A better teaching and learning experience This program will provide a better teaching and learning experience-- for you and your students. Here's how: Personalize Learning -- The new MySearchLab with eText delivers proven results in helping students succeed, provides engaging

experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Active Listening -- A "Take Note" section at the beginning of each chapter poses a series of key questions; each chapter concludes with a corresponding "Take Note" section that provides brief answers to the earlier questions. Each chapter also begins with a list of key terms. Engage Students -- Each chapter includes a set of suggested listening activities to enhance the reader's understanding of the text. Support Instructors -- A full Instructor's Manual and Testbank are available. This Books a la Carte Edition is an unbound, three-holed punched, loose-leaf version of the textbook and provides students the opportunity to personalize their book by incorporating their own notes and taking only the portion of the book they need to class -- all at a fraction of the bound book price.

Discusses the history of rock and roll music in the comic book industry.

Discusses the evolution of rock music from its earliest origins to today's most influential musical styles and performers

The Classic Rock and Roll Reader: Rock Music from Its Beginnings to the Mid-1970s is chock full of entertaining essays to inform and delight you about an era that shaped our culture and future musical trends. This unique book will surprise and enchant even the most zealous music buff with facts and information on the songs that reflected America's spirit and captured a nation's attention. The Classic Rock and Roll Reader

is offbeat, somewhat irreverent, ironic, and anecdotal as it discusses hundreds of rock and non-rock compositions included in rock history era. The songs offer you information on: Rock's Not So Dull Predecessors (for example, "Bewitched, Bothered, and Bewildered" and "The Cry of the Wild Goose") The Pioneering Rock Songs (such as "Rock Around the Clock" and "Shake, Rattle, and Roll" ) Older Style Songs Amidst the Rocks (for example, "I Could Have Danced All Night" and "Rocky Mountain High" ) The Megastars and Megagroups (such as "Blue Suede Shoes," "Respect," and "Surfin'USA" ) The Best Songs that Never Made No. 1 (for example, "I Feel Good" and "Tie a Yellow Ribbon Round the Ole Oak Tree" ) The Classic Rock and Roll Reader: Rock Music from Its Beginnings to the Mid-1970s also examines the music which preceded early rock, the music which followed early rock, and the numerous non-rock songs which flourished during the classic rock period. A wide spectrum of music is discussed in well over 100 essays on various songs. Musicians, librarians, and the general audience will be taken back to the birth of rock and roll and the various contributing influences. Analyzing each song's place in rock history and giving some background about the artists, The Classic Rock and Roll Reader offers even the most avid music enthusiast new and unique information in this thorough and interesting guide.

### THE HISTORY OF CANADIAN ROCK 'N' ROLL

Long neglected in the annals of American music, the Nutmeg State's influence on the

history of rock'n'roll deserves recognition. Connecticut's musical highlights include the beautiful harmonies of New Haven's Five Satins, Gene Pitney's rise to fame, Stamford's the Fifth Estate and notable rockers such as Thurston Moore of Sonic Youth, Rivers Cuomo of Weezer and Saturday Night Live Band's Christine Ohlman. Rock Hall of Famers include Tina Weymouth and Chris Frantz of the Talking Heads and Dennis Dunaway of the Alice Cooper Band. Some events became legend, like Jimi Hendrix's spellbinding performance at Yale's Woolsey Hall, Jim Morrison's onstage arrest at the New Haven Arena and teenage Bob Dylan's appearance at Branford's Indian Neck Folk Festival. With in-depth interviews as well as rare, never-before-seen photos, author Tony Renzoni leads a sonic trip that captures the spirit and zenith of the local scene. On 21st March 1952 rock and roll was forged in fire as Alan Freed's Moondog Coronation Ball in Cleveland ended up in a riot because frenzied fans stormed the arena. This volume offers information on 50 years of rock and roll, from Chuck Berry to the Beatles to Beck.

Completely updated with new entries and extensive revisions of the previous 1,800, The Rolling Stone Encyclopedia Of Rock & Roll is the authoritative volume on the world's music makers—from the one-hit wonders to the megastars. In 1983, Rolling Stone Press introduced its first Rock & Roll Encyclopedia. Almost two decades later, it has become the premier guide to the history of rock & roll, and has been selected by the Rock and Roll Hall of Fame & Museum as its official source of information. Giving full coverage to all aspects of the rock scene, it tells the story of rock & roll in a clear and easy reference format, including complete discographies,

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personnel changes for every band, and backstage information like date and place of birth, from Elvis Presley to Eminem. Since the last edition, the music scene has exploded in every area, from boy-bands to hip-hop, electronica to indie rock. Here, the Encyclopedia explores them all—'NSync, Notorious B.I.G., Ricky Martin, Radiohead, Britney Spears, Blink-182, Sean "Puffy" Combs, Portishead, Fatboy Slim, Fiona Apple, Lil' Kim, Limp Bizkit, Oasis, Outkast, Yo La Tengo, TLC, and many, many more. The Rolling Stone Encyclopedia of Rock & Roll, Third Edition includes all the facts, phenomena, and flukes that make up the history of rock.

Accompanying the biographical and discographical information on the nearly 2,000 artists included in this edition are incisive essays that reveal the performers' musical influences, first breaks, and critical and commercial hits and misses, as well as evaluations of their place in rock history. Filled with hundreds of historical photos, The Rolling Stone Encyclopedia is more than just a reference book, it is the bible of rock & roll.

Traces the history and evolution of rock music from the early days of rock and roll through the present day.

From the churches and street corners of Harlem and The Bronx to the underground clubs of the East Village, New York City has been a musical mecca for generations, and Rock & Roll Explorer Guide to New York City is the definitive story of its development throughout the five boroughs. Plug in and walk the same streets a young Bob Dylan walked. See where Patti Smith, the Ramones, Beastie Boys, and Jeff Buckley played. Visit on foot the places Lou Reed mentions in his songs or where Paul Simon grew up; where the Strokes drowned their sorrows, Grizzly Bear cut their teeth and Jimi Hendrix found his vision. Rock and Roll Explorer Guide gives fans a behind-the-scenes look at how bands came together, scenes developed, and

classic songs were written. Artists come and go, neighborhoods change, venues open and close, but the music lives on. Contents Upper Manhattan and Harlem Upper West Side The Velvet Underground Upper East Side The Beatles John & Yoko Central Park Patti Smith Midtown West Beastie Boys Midtown East Madonna Chelsea & Hudson Yards Jimi Hendrix & Electric Lady Union Square & Madison Square New York Dolls West Village Bob Dylan East Village Blondie Soho & TriBeCa Sonic Youth Lower East Side The Strokes Brooklyn Talking Heads Queens Ramones Simon & Garfunkel The Bronx Kiss Staten Island Rock & roll may not have been born in New York, but this is one of the places it grew up and blew up and presented itself to the world. From the churches and street corners of Harlem and the Bronx to the underground clubs of the East Village, New York City has been a musical Mecca for generations, and *The Rock & Roll Explorer Guide to New York City* is an historical journey through its development across all five boroughs. *The Rock & Roll Explorer Guide to New York City* restores a sense of time and place to music history by identifying and documenting critical points of interest spanning genres and eras, and delineating the places in New York City critical to its musical development and ultimate triumphs and tragedies. Through this lens, we can see and understand how bands came together, scenes developed, and classic songs were written. In some cases, the buildings are still there, in others only the address remains, but you still get a sense of the history that happened there. Among the many locations in this book are addresses musicians and other key rock & roll figures once called home. In a very few instances we've included current addresses, but only when the location is historically significant and widely known; otherwise, we consciously left current residences out. *The Rock & Roll Explorer Guide to New York City* is intended as a fun travel guide through music history

rather than a means of locating famous musicians. Most New Yorkers understand that everyone has a right to privacy. That's one of the reasons many of these artists live here. Because of the city's rich history, this book cannot be a comprehensive encyclopedia of music, rock venues, or the music industry; nor do we present the definitive biographies of the musicians included. The artists and locations chosen represent a sometimes broad look at the history of rock & roll in the city, with an eye on those who either grew up or spent their formative years here. But there's so much more we couldn't include, and we hope readers will be inspired to go even further, whether they're hitting the streets themselves or experiencing the city vicariously from afar. Artists come and go, neighborhoods change, venues open and close, but the music lives on.

Chronicles the history of rock and roll from its beginnings to the present day, describing how the music evolved and changed society

A cultural and social study of the origins and evolution of "rocknroll". Philip Ennis presents a major social and cultural study of the origins and evolution of "rocknroll." With masterful command of general trends and telling details, he describes the artistic, economic, and political context that nurtured this radically new popular music. This "seventh stream," which drew from existing forms of pop music, began as a youth movement of rebellion and remains a worldwide banner of youth in search of alternatives. "Rocknroll" emerged, he shows persuasively, from the successive meeting and melding of the other six "streams"—pop, black pop, country pop, jazz, folk, and gospel. He chronicles how these were shaped by struggles over musical property rights, and by the new technologies of radio and phonograph record. The most decisive clash was between the New York based music publishers and the radio broadcasters.

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Their decades long contest resulted in many cultural changes. The basic unit shifted from sheet music to the phonograph record. The radio disc jockey in small, independent radio stations became the new focal point for all the popular musics. New venues, audiences, and talent appeared throughout the nation. The appearance of "rocknroll" marked a significant cultural moment, argues Ennis. This "seventh stream" was part of an explosive efflorescence in all the American arts after World War II. Its early stars—Little Richard, Chuck Berry, Jerry Lee Lewis, and Elvis Presley—built a pantheon of performers with deep roots in all the other streams.

Profiles influential rock musicians who are virtually unknown, including Philip Glass, Captain Beefheart, Half Japanese, and Brian Eno

Rock 'n Roll is the first music to span generations. What youth enjoyed in the '20s was ignored in the '30s. Music from the '30s was ignored in the '40s and so on - that is until Rock 'n' Roll hit the mainstream in the 1960s. Every generation wants a music they can call their own. The difference with Rock 'n' Roll is that new generations embrace what's past as well as present. This volume brings each decade of Rock to life, and additionally includes chapters on Elvis, The Beatles, Music in the Video Age, Rock Festivals, Women in Rock, and lots of urban legends... both true and mythic. Rock music reinvents itself regularly and shows no signs of slowing down.

Charlie Gillett, a British journalist, loves the music, and his passion is evident throughout *The Sound of the City*. Yet the greatest strength of the book is the way Gillett tracks the resistance of the music industry to early rock-and-roll, which was followed (needless to say) by a frantic rush to engulf and devour it. When first published *'The Sound of the City'* was hailed as "has

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never been bettered as the definitive history of rock" (The Guardian'). Now the classic history of rock and roll, has been revised and updated with over 75 historic archive photos. The text has been substantially revised to include newly discovered information and it is now "the one essential work about the history of rock n' roll" (Jon Landau in 'Rolling Stone').

The birth of rock 'n roll ignited a firestorm of controversy--one critic called it "musical riots put to a switchblade beat"--but if it generated much sound and fury, what, if anything, did it signify? As Glenn Altschuler reveals in *All Shook Up*, the rise of rock 'n roll--and the outraged reception to it--in fact can tell us a lot about the values of the United States in the 1950s, a decade that saw a great struggle for the control of popular culture. Altschuler shows, in particular, how rock's "switchblade beat" opened up wide fissures in American society along the fault-lines of family, sexuality, and race. For instance, the birth of rock coincided with the Civil Rights movement and brought "race music" into many white homes for the first time. Elvis freely credited blacks with originating the music he sang and some of the great early rockers were African American, most notably, Little Richard and Chuck Berry. In addition, rock celebrated romance and sex, rattled the reticent by pushing sexuality into the public arena, and mocked deferred gratification and the obsession with work of men in gray flannel suits. And it delighted in the separate world of the teenager and deepened the divide between the generations, helping teenagers differentiate themselves from others. Altschuler includes vivid biographical sketches of the great rock 'n rollers, including Elvis Presley, Fats Domino, Chuck Berry, Little Richard, Jerry Lee Lewis, and Buddy Holly--plus their white-bread doppelgangers such as Pat Boone. Rock 'n roll seemed to be everywhere during the decade, exhilarating, influential, and an outrage to those Americans intent on wishing away all forms of dissent and conflict. As

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vibrant as the music itself, *All Shook Up* reveals how rock 'n roll challenged and changed American culture and laid the foundation for the social upheaval of the sixties.

*A Social History of Early Rock 'n' Roll in Germany* explores the people and spaces of St. Pauli's rock'n'roll scene in the 1960s. Starting in 1960, young British rockers were hired to entertain tourists in Hamburg's red-light district around the Reeperbahn in the area of St. Pauli. German youths quickly joined in to experience the forbidden thrill of rock'n'roll, and used African American sounds to distance themselves from the old Nazi generation. In 1962 the Star Club opened and drew international attention for hosting some of the Beatles' most influential performances. In this book, Julia Sneeringer weaves together this story of youth culture with histories of sex and gender, popular culture, media, and subculture. By exploring the history of one locale in depth, Sneeringer offers a welcome contribution to the scholarly literature on space, place, sound and the city, and pays overdue attention to the impact that Hamburg had upon music and style. She is also careful to place performers such as The Beatles back into the social, spatial, and musical contexts that shaped them and their generation. This book reveals that transnational encounters between musicians, fans, entrepreneurs and businessmen in St. Pauli produced a musical style that provided emotional and physical liberation and challenged powerful forces of conservatism and conformity with effects that transformed the world for decades to come.

"Tunes is an eclectic anthology of work by celebrated graphic artists that together present a definitive history of rock and roll through that most rebellious of illustrated media, the comic strip."--Back cover flap.

The legendary critic and author of *Mystery Train* "ingeniously retells the tale of rock and roll"

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(Publishers Weekly, starred review). Unlike previous versions of rock 'n' roll history, this book omits almost every iconic performer and ignores the storied events and turning points everyone knows. Instead, in a daring stroke, Greil Marcus selects ten songs and dramatizes how each embodies rock 'n' roll as a thing in itself, in the story it tells, inhabits, and acts out—a new language, something new under the sun. “Transmission” by Joy Division. “All I Could Do Was Cry” by Etta James and then Beyoncé. “To Know Him Is to Love Him,” first by the Teddy Bears and almost half a century later by Amy Winehouse. In Marcus’s hands these and other songs tell the story of the music, which is, at bottom, the story of the desire for freedom in all its unruly and liberating glory. Slipping the constraints of chronology, Marcus braids together past and present, holding up to the light the ways that these striking songs fall through time and circumstance, gaining momentum and meaning, astonishing us by upending our presumptions and prejudices. This book, by a founder of contemporary rock criticism—and its most gifted and incisive practitioner—is destined to become an enduring classic. “One of the epic figures in rock writing.”—The New York Times Book Review “Marcus is our greatest cultural critic, not only because of what he says but also, as with rock-and-roll itself, how he says it.”—The Washington Post Winner of the Deems Taylor Virgil Thomson Award in Music Criticism, given by the American Society of Composers, Authors & Publishers

A History of Rock Music: The Rock & Roll Era is a celebration of the roots of rock & roll and its emergence as the soundtrack to teenage rebellion and a liberatingly raucous, joyous and rebellious music for one especially fortunate generation. The book is a lovingly detailed examination of the pre-Beatles 1950's era of classic rock & roll, with special attention devoted to the music's varied musical influences, most notably the Blues, Country & Western, Gospel

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Music, Boogie-Woogie and Rhythm & Blues. It is both a detailed history and a musical appreciation of America's greatest artistic gift to the world.

History of rock and roll includes: biographical information on past and present musicians, composers, bands, producers, and record executives; analyses of evolutionary rock styles from before the 1950s to the present, including a list of the most seminal recordings from each style; an album-by-album review of ... the Beatles and Bob Dylan; an audio CD containing twenty notable recordings in rock, with a synopsis of each.

When rock 'n' roll began its ascendancy in the 1950s the older generation saw it as dangerous, renegade, threatening the moral stability of a nation. Young people saw it as freedom, and most importantly, as their music. The teenage revolution was here, This book, first published in 1982, traces the roots of this cultural transformation, its emergence in rock 'n' roll and other media, and shows just how violent the confrontation was by looking at contemporary newspaper reports.

"...tells the story of the Mysteries [e.g. Mystery religions]--their rise, fall and eventual rebirth in the New World, where rhythms and melodies from the West African and the Celtic diasporas collided with the sound of popular music forever."--P. 4 of cover.

Put on your dancing shoes and move to the music. Rock and roll sprang from a combination of African-American genres, Western swing, and country music that exploded in post World War II America. Jim O'Connor explains what constitutes rock music, follows its history and sub-genres through famous musicians and groups, and shows how rock became so much more than just a style of music

influencing fashion, language, and lifestyle. This entry in the New York Times best-selling series contains eighty illustrations and sixteen pages of black and white photographs.

How the Beatles Destroyed Rock 'n' Roll is an alternative history of American music that, instead of recycling the familiar clichés of jazz and rock, looks at what people were playing, hearing and dancing to over the course of the 20th century, using a wealth of original research, curious quotations, and an irreverent fascination with the oft-despised commercial mainstream.

Now updated with two new chapters and an extraordinary collection of photographs, this second edition of Paul Friedlander's Rock and Roll: A Social History is a smash hit. The social force of rock and roll music leaps off the page as Paul Friedlander provides impressive insights based on hits from Johnny B. Goode to Smells Like Teen Spirit and beyond. In this musical journey, Friedlander offers the melodious strains and hard-edged riffs of Elvis, the Beatles, The Who, Dylan, Clapton, Hendrix, Motown, the San Francisco Beat, Punk, New Wave, rap, metal, 90's grunge, plus file sharing, and much more. The book is written in a refreshing, captivating style that pulls the reader in, offering no less than a complete social and cultural history of rock and roll for students and general audiences alike. Friedlander writes, 'This book chronicles the first

forty years of rock/pop music history. Picture the various musical styles as locations on a giant unfolding road map. As you open the map, you travel from place to place, stopping at each chapter to sample the artistry. Don't forget to dress your imagination appropriately for this trip, because each genre is affected by the societal topography and climate that surround it. Enjoy your trip. We promise it will be a good one!

From rock and roll historian Ed Ward comes a comprehensive, authoritative, and enthralling cultural history of one of rock's most exciting eras. It's February 1964 and The Beatles just landed in New York City, where the NYPD, swarms of fans, and a crowd of two hundred journalists await their first American press conference. It begins with the question on everyone's mind: "Are you going to get a haircut in America?" and ends with a reporter tugging Paul McCartney's hair in an attempt to remove his nonexistent wig. This is where *The History of Rock & Roll, Volume 2* kicks off. Chronicling the years 1964 through the mid-1970s, this latest volume covers one of the most exciting eras of rock history, which saw a massive outpouring of popular and cutting-edge music. Ward weaves together an unputdownable narrative told through colorful anecdotes and shares the behind-the-scenes stories of the megastars, the trailblazers, DJs, record executives, concert promoters, and producers who were at the forefront of this incredible

period in music history. From Bob Dylan to Bill Graham, Jimi Hendrix, Janis Joplin, The Byrds, Aretha Franklin, The Rolling Stones, and more, everyone's favorite musicians of the era make an appearance in this sweeping history that reveals how the different players, sounds, and trends came together to create the music we all know and love today.

Ed Ward covers the first half of the history of rock & roll in this sweeping and definitive narrative—from the 1920s, when the music of rambling medicine shows mingled with the songs of vaudeville and minstrel acts to create the very early sounds of country and rhythm and blues, to the rise of the first independent record labels post-World War II, and concluding in December 1963, just as an immense change in the airwaves took hold and the Beatles prepared for their first American tour. The History of Rock & Roll, Volume 1 shines a light on the far corners of the genre to reveal the stories behind the hugely influential artists who changed the musical landscape forever. In this first volume of a two-part series, Ward shares his endless depth of knowledge and through engrossing storytelling hops seamlessly from Memphis to Chicago, Detroit, England, New York, and everywhere in between. He covers the trajectories of the big name acts like Elvis Presley, Buddy Holly, Chuck Berry, and Ray Charles, while also filling in gaps of knowledge and celebrating forgotten heroes such as the Burnette brothers, the

“5” Royales, and Marion Keisker, Sam Phillips’s assistant, who played an integral part in launching Elvis’s career. For all music lovers and rock & roll fans, Ward spins story after story of some of the most unforgettable and groundbreaking moments in rock history, introducing us along the way to the musicians, DJs, record executives, and producers who were at the forefront of the genre and had a hand in creating the music we all know and love today.

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