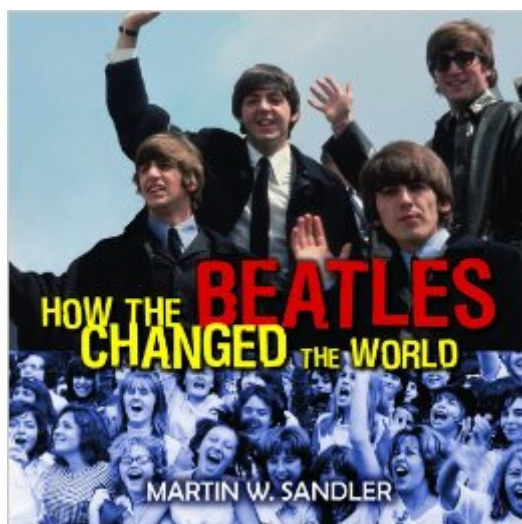


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# How The Beatles Changed The World



## 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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Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (12 customer reviews)

Best Sellers Rank: #140,781 in Books (See Top 100 in Books) #8 inÂ Books > Children's Books > Arts, Music & Photography > Music > Rock #13 inÂ Books > Children's Books > Arts, Music & Photography > Music > History #28 inÂ Books > Humor & Entertainment > Pop Culture > Beatles

Age Range: 10 - 14 years

Grade Level: 5 - 8

## Customer Reviews

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.

Martin W. Sandler never fails me. He's written another book--How the Beatles Changed the World (2014)--that I would recommend to middle and early high school students - who are interested in this group, in this period, in music. I never understood the fascination with the Beatles beyond some cool songs and a funky look until I read this. Sandler is very aware of his audience. He has an overarching central idea - that the Beatles changed the world in many ways and in the book, he remains focused on this central idea--detailing a different way they influenced the world in each chapter (and how the world influenced them as well)--how they changed popular music, how they changed fashion, the influence of their songs on teens in Communist Russia, how they influenced religion, etc. Sandler's writing is coherent and cohesive--he doesn't condense too much information into too little text, but instead gives topics the room they need to grow our understanding of what he is saying. He weaves in tons of interesting facts without losing track of the message he is trying to convey. I've blogged on how using this in the middle school ELA classroom can align with Common Core standards - <http://sundaycummins.wordpress.com/>.

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.

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

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

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