



Something in the Air: Radio, Rock, and the Revolution That Shaped a Generation

By Fisher, Marc

Random House, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: A sweeping, anecdotal account of the great sounds and voices of radio and how it became a bonding agent for a generation of American youth. When television became the next big thing in broadcast entertainment, everyone figured video would kill the radio star and radio, period. But radio came roaring back with a whole new concept. The war was over, the baby boom was on, the country was in clover, and a bold new beat was giving the syrupy songs of yesteryear a run for their money. Add transistors, 45 rpm records, and a young man named Elvis to the mix, and the result was the perfect storm that rocked, rolled, and reinvented radio. Visionary entrepreneurs like Todd Storz pioneered the Top 40 concept, which united a generation. But it took trendsetting "disc jockeys" like Alan Freed, Murray the K, Wolfman Jack, Cousin Brucie, and their fast-talking, too-cool-for-school counterparts across the land to turn time, temperature, and the same irresistible hit tunes played again and again into the ubiquitous sound track of the fifties and sixties. The Top 40 sound broke through racial barriers, galvanized...



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Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

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