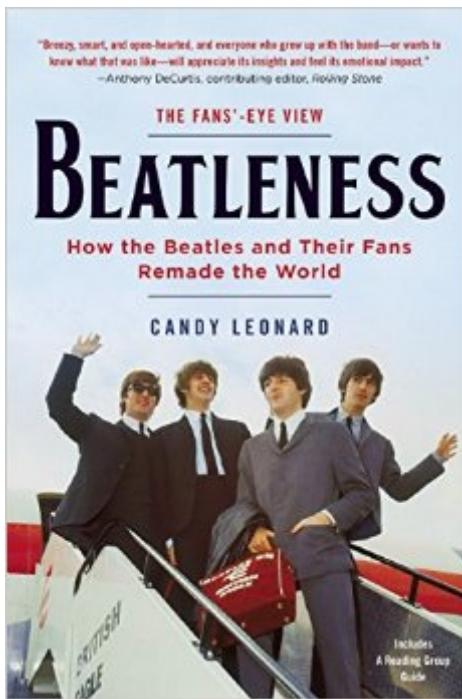


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Beatleness: How The Beatles And Their Fans Remade The World



Synopsis

“A must-have for Beatles fans looking for new insight . . . Leonard uncovers fresh ideas [that] . . . six decades of Beatles literature passed over. —The Spectrum Part generational memoir and part cultural history of the sixties, Beatleness is the first book to tell the story of the Beatles and their impact on America from the fansâ™ perspective. When the Beatles arrived in the United States on February 7, 1964, they immediately became a constant, compelling presence in fansâ™ lives. For the next six years, the band presented a nonstop deluge of steadily evolving sounds, ideas, and images that transformed the childhood and adolescence of millions of baby boomers and nurtured a relationship unique in history. Exploring that relationship against the backdrop of the sexual revolution, political assassinations, the Vietnam War, and other events, Beatleness examines critically the often-heard assertion that the Beatles “changed everythingâ• and shows how—through the interplay between the group, the fans, and the culture—that change came about. Beatleness incorporates hundreds of hours of in-depth fan interviews and includes many fan vignettes. Offering a fresh perspective and new insights on the Beatles phenomenon, it allows readers to experience—or re-experience—what it was like to be a young person during those transformative years.

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Customer Reviews

I was born in 1954, the middle of the '50s, the generation most impacted by "The Beatles". I've read many books ABOUT the Beatles, but this was hard to put down as it was a study on the impact of

the Beatles on the FANs. The author interviewed many people who roughly fit into the most of the range of the Post-WWI Baby Boom Generation. While the teenagers of the time had more direct access to Beatles events, it's interesting to read about how it was those of us in grade school who were the most deeply impacted. In hindsight, this book even helped me reflect on WHO I AM. Older kids had already been exposed to Elvis and others in the '50s and much younger missed out on the initial Beatlemania. For me and MANY others my age... the key to the Beatles impact is they were the VERY first band to ever even get me to pay attention to pop/rock music. Before seeing the Beatles on the Ed Sullivan Show, I never even listened to music. After than night, I was PERMANENTLY hooked for life. This is why so many grade school age kids were imprinted so deeply - The Beatles for many of us were the very first venture into the pop/rock world and to have the Biggest name in Rock Music initiate you into the music world, following the Beatles through the rest of the decade was a social-spiritual life changing event. Candy Leonard did a supreme job in sharing the effect of the Beatles by age, gender and how underlying social events and crises at the time were all woven into the whole experience. So well, done that at times it felt like she was writing about me... realizing how deeply so many of my peers were affected the same way.

Candy Leonard's "Beatleness" should be required reading for all "Beatlemaniacs" - young or old. Reading this wonderful book I felt that the author had videotaped my life for the past 50 years in regards to the incredible influence The Beatles had (and continue to have) on my life. She does an exceptional job placing The Beatles in a social/historical context of the times.....how their music helped shape our culture and, in turn, how historical events influenced their musical output and creativity. Reading the book, for me, was like a walk back in time....year after year. Reading fan quotes regarding how they felt about a particular song, or specific Beatle activity, also brought back memories of discussing the latest single, album, movie or fashion observation with friends. The Beatles experience was like six years of Christmas....there was always great anticipation of the next "gift" they would give us!!! "Beatleness" will join the ranks of several important books that I will be able to share with my little girl, who is a Beatles fan too. She's only 8 but she loves John, Paul, George and Ringo. When she gets older, books such as "Beatleness" will certainly go a long way in helping her understand her Daddy's "obsession" and, hopefully help her understand this phenomenon in a historical perspective.

What a fun time I had reading this book. The memories it brought back were precious and I will reread this book in a couple of years because it made me feel good. This is a wonderful book for

anyone who "grew up with" the Beatles in the 60s and a good book for those who came later and want to try to grasp what those feelings were like. There were several interesting things the author said in the course of her writing, but the one that struck me most was "We grew up listening to the Rolling Stones, we grew up WITH the Beatles". I am paraphrasing her as I don't have the book in front of me at this time, but this got me thinking and that pretty much was the difference. The Beatles grew and we grew with them. We anticipated each and every new song, album, word, idea they produced. They taught us about love, life, relationships and introduced us to new ideas-meditation, "Think for Yourself", "Give Peace A Chance" (though that was John's song all of the Beatles espoused it). If you have any interest in the Beatles and/or the 60s at all you owe it to yourself to read this book.

I just finished reading this book and I'm amazed at how good it is. First, and foremost, it is a comprehensive historical and sociological study of what it meant to be a Beatles fan. She sets the stage with an excellent review of the early sixties and shows how young people were ready for the Beatles phenomenon. Then she goes through each period of the Beatles history as a band from the point of view of fans. The detail is exhaustive and it brings the entire Beatles era vividly back to life. The second thing about the book that I like is that it is not a dry analysis. There are noteworthy intellectual conclusions, but the heart of the book is very personal. Candy admits that she was and still is a great fan. That is evident throughout. But she also manages to capture the personal emotions of all of us who were caught up in the music and lives of the Beatles. She does this with a huge number of quotes from the multitudes of interviews she did. The quotes are brief, revealing and always entertaining. And they nicely support the conclusions she draws. Finally, the book is immensely readable. She has a clear, down-to-earth style and she is not afraid to use sarcasm and wit to make a point. Readers who grew up with the Beatles will gleefully identify with her and all of the people she interviewed. But the book is also academic and comprehensive enough to be used as a college text on fandom and the Beatles era. Kudos to Candy!

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