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Título: Rockin`in Time a Social History Of Rock And Roll

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Precio: \$841.00

Editorial:

Año: 2009

Tema:

Edición: 7ª

Sinopsis

ISBN: 9780205675043

Rockin' in Time intrigues students by providing a social history of Rock and Roll music and explaining its influence.

This book was written to address an area that seldom has been discussed. Rather than a compellation of the many bands in rock history or a guide to teach the musical notation of rock, this book uncovers the reasons for the various trends and types of rock and roll. It places rock and roll in the context of the social issues that surround and shape it, dealing with the influence on rock music of such trends as technological advances, the development of the music business, demographic change and the baby boom, economic shifts, and the civil rights movement.