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The Harley-Davidson Story: Tales from the Archives is a fascinating, visually driven overview of the motor company's rich story, created in cooperation with the Harley-Davidson Museum. The story of Harley-Davidson is a classic American tale of spirit, invention, and the right idea at the right time. From its beginning in a small Milwaukee shed in 1903, William Harley and his cousins, the Davidson

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brothers, set in motion what would eventually become the world's most iconic motorcycle company. While other motorcycle companies rose and fell through the teens and 1920s, Harley went from strength to strength, whether introducing its first V-twin motor or dominating race tracks across America. The Milwaukee Miracle even prospered during WWII, building war bikes for the armed forces. By the 1950s, they'd buried their last American-built competitor, Indian, and gained a hold over the US market that they maintain to this day. A remarkable story deserves a remarkable space to

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recount it. Such is the Harley-Davidson Museum in Milwaukee, which opened in 2009. Harley-Davidson partnered with Motorbooks to create this book relaying Harley-Davidson's story, as told through the museum's displays and archive assets.

Many books have been written about how to build cigar box guitars and other unique hand-made instruments... but few have touched on why. This book presents the authentic stories of American DIY music with step-by-step projects, photo studies of antique instruments, interviews with music legends, and historical accounts. Shane Speal, the "King of

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the Cigar Box Guitar,” brings the making of music and musical instruments back to its roots. From a simple two-string tin can guitar to an electrified washtub bass, Shane shows how anyone can build amazing musical instruments from found items. Sidebars present the fascinating backstory of the music, capturing struggle, poverty and the blues within the artistic side of cigar box guitar building. Featuring an introduction from the New Orleans Museum of Jazz, this DIY musical instrument book is as inspirational to read in the living room as it is in the workshop.

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Wes Montgomery was one of the three major innovators of jazz guitar. Although he passed away over 50 years ago, his outstanding musicality and his style of playing have been influential to almost every jazz guitarist. This is the first English biography on Wes Montgomery since several decades, covering details of his early days, reviews of all of his albums, recording and tour data and a complete chronological discography.

Fender Custom Shop at 30 Years
Making Poor Man's Guitars
The Musical Instrument Collector

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His Life and his Music

A Complete History of Fender Instruments

Gibson Sunburst Les Pauls from '58 to '60

An Illustrated History

The Chaos of Longing

Celebrate the significance, the magic, and the mojo of the world's most seductive instrument. An obsessive, full-color book presented in an irresistible slipcase, Guitar features 200 instruments in stunning detail.

Here are icons, like Prince's Yellow Cloud, Willie Nelson's "Trigger," Muddy Water's Thunderbird, and "Rocky," lovingly hand-painted by its owner,

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George Harrison. Historic instruments—Fender's Broadcaster, Les Paul's "Log," the Gibson Nick Lucas Special, the very first artist model. Hand-carved archtops, pinnacles of the luthier's art, from John D'Angelico to Ken Parker. Stunning acoustics from a new wave of women builders, like Rosie Heydenrych of England, who's known to use 5,000-year-old wood retrieved from a peat bog. And quirky one-of-a-kind guitars, like Linda Manzer's Picasso II—four necks, 42 strings, and a thousand pounds of pressure. Marrying pure visual pleasure with layers of information, Guitar is a glorious gift for every guitar-lover

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(Book). Almost every guitarist knows the guitar companies Fender and G&L. Both these companies grew from the successful friendship and business partnership of George Fullerton and Leo Fender. George tells, in his own words, the amazing story of his celebrated collaboration with Leo that, for over 50 years, produced some of the world's most popular and treasured guitars and amplifiers, including the Telecaster, P-Bass and the Stratocaster. This complete history of the Fender organization and the G&L Guitar company, reveals through rare pictures and first-hand accounts, an insider's view of this amazing

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success story and the friendship that survived for a lifetime. Includes a 16-page photo section featuring George's rare guitars and prototypes. George Fullerton lives in Fullerton, California.

This third in a series of hardcover books joins the award-winning titles *The Stratocaster Chronicles* and *The Soul of Tone* by author/historian Tom Wheeler. *The Dream Factory* features hundreds of full-color photos of incredibly rare, collectible, and limited edition handcrafted guitars. In over 600 pages, learn the fascinating tale of the Fender Custom Shop and its illustrious artisans as only Tom Wheeler can tell it.

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Features:

- Foreword by Billy F Gibbons.
- Over 630 images illustrating the first master builders and their humble beginnings through the many changes up to present-day operations. Includes many one-of-a-kind custom guitar masterpieces and reproductions of acclaimed guitarists' instruments, such as Eric Clapton's "Blackie," Jimi Hendrix's Monterey Strat, Stevie Ray Vaughan's No. 1, and many more. A "must-have" for all guitar enthusiasts!
- Unprecedented view inside one of the music industry's most creative and prolific custom instrument shops. Fascinating interviews and stories from the men and women who

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set the standard for guitar greatness. Features behind-the-scenes looks at how playable works of art are created.

(Book). Finally, the long-awaited English edition of this historic Japanese book is here! The Beauty of the 'Burst pays tribute to Gibson's magnificent Sunburst Les Pauls made between 1958 and 1960, the most highly prized solidbody electric guitars ever. The magnitude of their value is directly related to their look (outrageous wood patterns, or "figured" timber), since non-players are paying top dollar for them. The book features lavish full-color photos of these beautiful

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instruments throughout; the guitars of famous players; a foreword by Ted McCarty; a bio of the author, world renowned collector Yasuhiko Iwanade; and the "Science of the Burst" section with over 30 pages of detailed reference facts on every facet of the guitar, including colors, wood figure, pick-ups, hardware and qualities of "voice." This may be the closest guitarists will ever be able to get to these incredibly collectible beauties! 216 pages, 8-1/2 x 11 Softcover

And the Puzzles, Word Games, Brainteasers, Conundrums, Quizzes, Mysteries, Codes and Ciphers

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That Have Baffled, Entertained and Confused the World Over the Last 100 Years

The Dream Factory

Burst Believers

How to Buy, Maintain and Set Up the World's Most Popular Electric Guitar

Holy Grail of Vintage Guitars

Timbre in Popular Music

Wes Montgomery

(Play It Like It Is). Artist-approved, note-for-note transcriptions in standard notation and tab for a dozen of the best from this formidable blues rocker.

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Includes: Asking Around for You * The Ballad of John Henry * Ballpeen Hammer * Black Night * Bridge to Better Days * Dirt in My Pocket * The Great Flood * Last Kiss * Lonesome Road Blues * One of These Days * Sloe Gin * So Many Roads, So Many Trains.

“A hot-rod joy ride through mid-20th-century American history” (The New York Times Book Review), this one-of-a-kind narrative masterfully recreates the rivalry between the two men who innovated the electric guitar’s amplified sound—Leo Fender and Les Paul—and their intense competition to convince rock stars like the Beatles, Jimi Hendrix, and Eric Clapton to play the instruments they built. In the years after World War II, music was evolving from big-band jazz

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into rock 'n' roll—and these louder styles demanded revolutionary instruments. When Leo Fender's tiny firm marketed the first solid-body electric guitar, the Esquire, musicians immediately saw its appeal. Not to be out-manuevered, Gibson, the largest guitar manufacturer, raced to build a competitive product. The company designed an "axe" that would make Fender's Esquire look cheap and convinced Les Paul—whose endorsement Leo Fender had sought—to put his name on it. Thus was born the guitar world's most heated rivalry: Gibson versus Fender, Les versus Leo. While Fender was a quiet, half-blind, self-taught radio repairman, Paul was a brilliant but headstrong pop star and guitarist who spent years toying with

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new musical technologies. Their contest turned into an arms race as the most inventive musicians of the 1950s and 1960s—including bluesman Muddy Waters, rocker Buddy Holly, the Beatles, Bob Dylan, and Eric Clapton—adopted one maker's guitar or another. By 1969 it was clear that these new electric instruments had launched music into a radical new age, empowering artists with a vibrancy and volume never before attainable. In "an excellent dual portrait" (The Wall Street Journal), Ian S. Port tells the full story in *The Birth of Loud*, offering "spot-on human characterizations, and erotic paeans to the bodies of guitars" (The Atlantic). "The story of these instruments is the story of America in the postwar

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era: loud, cocky, brash, aggressively new" (The Washington Post).

"Guitars inspire cult-like devotion: an aficionado can tell you precisely when and where their favorite instruments were made. And she will likely also tell you about the wood they were made from and its unique effects on the instruments' sound. In *Following Guitars*, Chris Gibson and Andrew Warren trace guitars all the way back to the tree. It is a book about musical instrument making, the timbers and trees from which guitars are made. It chronicles the authors' journeys across the world, to guitar festivals, factories, remote sawmills, Indigenous lands, and distant rainforests, in search of the behind-the-scenes

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stories of how guitars are made, where the much-cherished guitar timbers ultimately come from, and the people and skills involved along the way. The authors are able to unlock insights on longer arcs of world history: on the human exploitation of nature, colonialism, industrial capitalism, and cultural change. They end on a parable of wider resonance: of the incredible but unappreciated skill and care that goes into growing and felling trees, milling timber, and making enchanted musical instruments; set against the human tendency to reform our use (and abuse) of natural resources only when it appears too late"--

Gorgeously illustrated and authoritatively written, Fender 75 Years is the officially licensed celebration

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of the legendary brand's landmark anniversary, covering all of Fender's iconic guitars, amps, and basses.

Tales from the Archives

Moderne

Chet Atkins

The Fender Bass

Tracing the Grain Back to the Tree

40 Years of Great American Flattops

The Relentless Pursuit of Tone: Timbre in Popular Music assembles a broad spectrum of contemporary perspectives on how "sound" functions in an equally

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wide array of popular music. Ranging from the twang of country banjos and the sheen of hip-hop strings to the crunch of amplified guitars and the thump of subwoofers on the dance floor, this volume bridges the gap between timbre, our name for the purely acoustic characteristics of sound waves, and tone, an emergent musical construct that straddles the borderline between the perceptual and the political. Essays engage with the entire history of popular music as recorded sound, from the 1930s to the present day, under four large categories. "Genre" asks how sonic signatures define musical identities and publics; "Voice" considers the most naturalized musical instrument, the human voice,

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as racial and gendered signifier, as property or likeness, and as raw material for algorithmic perfection through software; "Instrument" tells stories of the way some iconic pop music machines-guitars, strings, synthesizers-got (or lost) their distinctive sounds; "Production" then puts it all together, asking structural questions about what happens in a recording studio, what is produced (sonic cartoons? rockist authenticity? empty space?) and what it all might mean.

Organized in four sections – Inception, Longing, Chaos, and Epiphany – K.Y. Robinson's debut poetry collection explores what it is to want in spite of trauma, shame, injustice, and mental illness. It is one survivor's powerful

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testimony, and a love letter "to those who lie awake burning."

(Book). Knowledge and information are vital in the dynamic world of collectible guitars and gear, and no source provides it better than The Official Vintage Guitar Price Guide . With listings for more than 2,000 brands along with 1,300 photos and more than 200,000 copies sold, this book is the industry's hands-down leading source of pricing information on guitars, basses, amps, effects, lap steels, steels, ukuleles, mandolins, and banjos all in one book!

From Sudoku to Victorian parlor games to today's latest brainteasers, this book tells the little-known histories

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behind a host of puzzles, word games, and riddles, and introduces the extraordinary geniuses, eccentrics, rivals, code crackers, and obsessives who invented them.

The Fender Electric Guitar Book

Guitars from George and Leo

The Riddles of the Sphinx

Burst Believers V: Serial Number Edition

The Stratocaster Guitar Book

Me and My Guitars

A Step by Step Approach

Electric Guitars: The Illustrated Encyclopedia is a tour through pop-music's most celebrated musical instrument.

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Covering several decades of iconic pieces, this guide describes electric guitars produced by every significant manufacturer from Alembic to Zemaitis. Alongside every model is detailed information and a host of action pictures of key players, from Chet Atkins from Joey Z. 1,200 photographs really bring each guitar to life. With 800 classic, rare and unusual instruments from all major manufacturers in studio-quality photographs, plus illustrations of key players, original ads, and memorabilia, it's easy to get lost within these pages.

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Comprehensive and informative text with a unique A-to-Z guitar directory covers makers' histories, great guitarists, and musical trends. This is the definitive guide to the electric guitar, written and researched by the world's leading authorities on the instrument that has shaped over 50 years of popular music. In words and pictures, detailed descriptions of just why the electric guitar is the most exciting icon of modern pop music. This book, originally published in Dutch, provides a uniquely practical approach to

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strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the corporate strategy, and finally details the overall implementation and creation of a customer and brand values. Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a

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thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

Fender's guitars have long been the instruments of choice for artists such as Jeff Beck, Eric Clapton, Jimi Hendrix, and

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Stevie Ray Vaughan. This book tells the complete story of Fender guitars, detailing classics such as the Telecaster, Stratocaster, and Jazzmaster as well as lesser-known (and less successful) models. Dozens of photos reveal Fender's storied craftsmanship, while the text includes collector details for all models. The reference section lists all models and their statistics.

(Book). When Leo Fender added a bass to his growing family of instruments 50 years ago, he created a new world for musicians

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and revolutionized an industry in the process. Using hundreds of photographs, this exciting release chronicles the evolution of that instrument from 1951 to 2001, providing background, history and highly researched facts vital to understanding everything about this remarkable member of the Fender family. A must for all music fans!

*Measuring Strategic Performance
Gruhn's Guide to Vintage Guitars
Fender Custom Shop at 30 Years
Fender 75 Years*

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A Scrapbook of Artifacts, Treasures, and Inside Information

The Taylor Guitar Book

Guitar

(Book). Growing from a small custom shop in the early 1970s to the only new brand to have challenged the traditional Big Three of American acoustic guitars (Gibson, Guild, and Martin), Taylor has effectively changed the marketplace for acoustic steel-string guitars and influenced every other maker of acoustic stringed instruments. But Taylor's influence in the guitar market goes far beyond the

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guitars themselves. Having pioneered the use of modern building techniques such as utilizing CNC machines, UV-finishing, etc. the company has been an undisputed leader when it comes to innovation. Taylor's latest efforts are concentrated on wood conservation, and again, the company is setting the example that the industry is following. The Taylor Guitar Book combines a historical story line with useful hands-on information about model changes over the years to help readers learn how to identify and date a Taylor and features shop and factory photos (both historical and current)

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as well as full-color images of guitars. Chet Atkins: Me and My Guitars is, without a doubt, the most comprehensive and enlightening book on Chet Atkins ever published. A friend of Atkins' for 40 years, Russ Cochran was privy to stories from Chet that even the most knowledgeable Chet fan would never know about. Chet tells it all in his own words about his childhood, his playing influences and early struggles to find work, along with insight into the guitars he used and endorsed along the way. The book includes full-color photos of Chet and his guitars, many only previously seen in

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a limited collector's edition. Photographer Wolf Hoffman manages to expertly capture the images of some very famous guitars played by Chet, including his first Sears Roebuck Silvertone, custom made D'Angelicos, the Gretsches, and the prototype models of the current Gibson Country Gentleman guitars. Over 60 guitars in Chet's private collection are photographed in Chet's home and his office on Music Row. Chet speaks about each of his important guitars - including the Gibson L-10 which his brother Jim gave him - telling the story of his career as seen through his guitars. More than just a

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pictorial review of his guitars throughout the years, it's a fascinating look inside the mind of history's greatest guitar player. This book will appeal to guitar collectors and Chet Atkins fans everywhere. Full-color and B/W photos throughout.

book for musicians, instrument collectors, and fans of Fender. This, at last, is the complete Fender story." --Book Jacket.

(Book). The world's most famous guitar had a golden anniversary in 2004, and this official, authorized book/CD package offers the best photos, quotes, facts and sounds to properly celebrate this achievement. From

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Buddy Holly to Jimi Hendrix to today's hottest players, the Fender Stratocaster defines rock'n'roll for generations of fans and players. Special features include exclusive photos from the world's greatest guitar collection, as well as a CD with musical examples of famous Strat sounds and styles hilariously performed by Greg Koch even spoken excerpts from the author's interviews with the Strat's beloved inventor, Leo Fender. This book also recognizes that the Stratocaster's deeper significance lies in the music that guitarists have created with it. You'll hear what Strat players have

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to say about their instrument, their music and each other. The Fender Stratocaster both reflects and influences popular culture worldwide. The Stratocaster Chronicles focuses on the people who brought it into the world, the designers and builders who refined it, and the players who have taken it from there.

The Fender Stratocaster
An Identification Guide for American Fretted
Instruments

The Beauty of the 'Burst
Instruments of Rock and Roll
Fender Custom Shop

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Acoustic Guitars

Cigar Box Guitars, the Frying Pan Banjo, and Other DIY Instruments

"For me, a truly compelling, fact-packed read all about how guitars are made, look, sound, and play. Atkinson admirably recounts a century of history, invention, and experimentation by experts and amateurs of a revolutionary instrument. Highly recommended for anyone who has a guitar, and for anyone who wants one."—KT Tunstall, singer-songwriter and guitarist "Atkinson has

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put a fantastically exhaustive amount of work into this book for all of us global guitar nerds to enjoy. It's so much fun to dive into it full immersion, and glean everything from details on iconic artist guitars to strange inventions from creatives on the fringe!"—Jennifer Batten, guitarist (Michael Jackson, Jeff Beck)

"A great resource for all guitar players, tinkerers, and enthusiasts. Atkinson's well-researched book provides essential and fascinating facts of this unique instrument's development over the course of more than a

**century.”—Paul Brett, rock guitarist,
journalist, guitar designer “Atkinson has dug
deep into the history of the electric guitar to
create a detailed view of the ways in which
makers and musicians have tried—and in
many cases succeeded—to move its design
forward. This engaging new book will be
required reading for anyone interested in the
development of one of the most popular and
revolutionary instruments ever
created.”—Tony Bacon, guitar historian and
author An in-depth look at the invention and**

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development of the electric guitar, this book explores how the electric guitar's design has changed and what its design over the years has meant for its sound. A heavily illustrated history with amps turned up to eleven, Amplified celebrates this beloved instrument and reveals how it has evolved through the experiments of amateur makers and part-time tinkerers. Digging deep into archives and featuring new interviews with makers and players, it will find admirers in all shredders, luthiers, and fans of electric

sound.

Leo Fender launched the Stratocaster electric guitar in 1954, as an upgrade to his revolutionary Telecaster. The 'Strat' - streamlined, chrome-plated, efficient, fast and sexy - soon gained icon status. This practical 'how to' manual focuses on the 'Strat'.

The original version of this guide has sold over 30,000 copies. This new edition has been expanded by 25% and promises to become an invaluable resource. For

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collectors, dealers and players, this completely updated "field guide" provides specifications, serial numbers, and more for determining the originality of vintage American acoustic and electric fretted instruments. Detailing thousands of models by every major manufacturer, the book now includes expanded coverage of Martin, Guild, Mosrite, Dobro, Gibson banjos, Fender amps, Gibson amps, plus updates on the latest models from Fender, Gibson, Rickenbacker, and others since 1990.

(Guitar). The term "burst" has been used to describe a specific Gibson Les Paul guitar manufactured from 1958 to 1960. The impact of this guitar has and continues to shake the music world. For dozens of guitar idols who've played it and those fortunate enough to have owned one or more the Gibson Les Paul Sunburst possesses a mystique and magic not found in any other electric guitar. With its unique sound, spectacular beauty and playability, the burst has shaped the landscape of the blues/rock genre as we

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know it today. The Burst Believers in this book Joe Bonamassa, Jimmy Page, Billy Gibbons, Kirk Hammett, Rick Nielsen, Waddy Wachtel, Slash, Steve Lukather, the Burst Brothers and many more have been kind enough to share their experiences and stories that you will enjoy reading. These recollections, plus hundreds of fantastic color photographs and a serial number index, make this book a "must" for players and collectors everywhere. "These guitars are the holy grail." Joe Bonamassa "The burst has helped

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to create and establish the rock sound loved by generations." Jimmy Page "A modern-day Stradivarius." Kirk Hammett "I cannot imagine a guitar more perfectly suited to my eyes, ears, hands and musical inclinations."

Billy Squier

The Relentless Pursuit of Tone

The World's Most Seductive Instrument

The Fender Archives

Beatles Gear

The Guitar

A Design History of the Electric Guitar

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The Illustrated Encyclopedia

THE STRATOCASTER GUITAR BOOK: A COMPLETE HISTORY OF FENDER'S GREATEST GUITAR

Acoustic Guitars: The Illustrated Encyclopedia is the most comprehensive guide of its type ever produced, covering decades of great instruments and the people who played them. You will find here the highest quality photos of acoustic guitars produced by every significant maker, from Alvarez to Zemaitis, plus detailed information, and a host of action pictures of important players from pop, rock, jazz, country classical, blues, and folk. An acoustic guitar need not be a simple brown box with a neck attached. Acoustic Guitars: The Illustrated

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Encyclopedia celebrates the unusual, the different and the purely bizarre in addition to the assured roots-based craft of the finest unadorned instruments, underlining the sheer diversity and variety of the acoustic stringed instruments that have been built and sold and played through three centuries. Here are resonator guitars made since the 1920s by Dobro, National, and others, often with highly decorated metal bodies; revered flat-tops from Martin, Taylor, Gibson, and more; peculiarly shaped and oddly featured creations from many of the custom builders; early 20th-century harp guitars with extra strings and extended bodies; creative archtops from D'Angelico, Epiphone, Benedetto, and more; and plastic-

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equipped constructions from Ovation. The comprehensive and informative text is in a clear A-to-Z format organized by brand name, written and researched by a unique team of the world's leading authorities on the subject. Acoustic Guitars: The Illustrated Encyclopedia shows in words and pictures just why and how the acoustic guitar continues to be the most popular musical instrument in the world.

(Book). Steve Pitkin has worked with the Fender Custom Shop since 1995, photographing the most incredibly crafted guitars built in America. There is something special about the Custom Shop and the people who work there they love their work and they know their work is

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loved. These craftsmen are true mojo makers, building each guitar with artistic expression, skill, and innovation. They do this while holding true to Fender's time honored traditions and working in close collaboration with musicians who rely on these instruments to create their art in a musical form. Each page of this book is made to be interactive, from the highly detailed photographs to the text on their edges. You will discover something new on every page as a window of discovery opens, encouraging your imagination to dream of a masterpiece when it is held in your hands.

Fender's Stratocaster is arguably the number-one instrument icon of the guitar world. When introduced in

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1954, its offset space-age lines, contoured body, and three-pickup configuration set the music world on its ear—it was truly unlike any guitar that had come before. In the hands of the world's most beloved players, the Stratocaster has since become a popular weapon of choice among rock, blues, jazz, and country players and, not coincidentally, is also one of the most copied electric guitars of all time. In this authoritatively written, painstakingly curated, and gloriously presented tribute to the 60-year-old Fender Stratocaster, author Dave Hunter covers the guitar's history from concept, design, and model launch through its numerous variations and right up to the present. The story is illustrated with archival

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images of Stratocasters and their players in action, studio shots of Stratocasters of varied vintage and provenance, memorabilia associated with famous players, and profiles of over 30 noted Strat slingers through the ages. Influential rock'n' rollers like Buddy Holly, Hank Marvin, Ike Turner, and Dick Dale; blues players like Buddy Guy, Eric Clapton, Stevie Ray Vaughan, Robert Cray, Bonnie Raitt, and John Mayer; metal gods Richie Blackmore, Yngwie Malmsteen, and Dave Murray; esteemed rockers Jeff Beck, David Gilmour, Ronnie Wood, Robbie Robertson, Rory Gallagher, Mark Knopfler, and Wayne Kramer; and post-punk heroes The Edge, John Frusciante, and Billy

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Corgan are all included. And so, of course, is Jimi Hendrix. With its unprecedented level of detail and stunning visuals, The Fender Stratocaster is the only book tribute worthy of the world's greatest guitar.

Electric Guitars

Occupational Outlook Handbook

The Sound Heard 'round the World

Leo Fender, Les Paul, and the Guitar-Pioneering Rivalry That Shaped Rock 'n' Roll

A Complete History of Fender Stratocaster Guitars

Play It Loud

The Official Vintage Guitar Magazine Price Guide 2019

" ... is an informative, yet entertaining collection of interviews with

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notable collectors and repairmen, among them, George Gruhn, the Mandolin Brothers, and Mugwumps Magazine publisher Mike Holmes. The primary focus is on the art of collecting guitars and banjos, even though other instruments such as violins and basses are mentioned. The 121-page compilation is a good cross-section of what collecting is all about and is chock-full of interesting anecdotes and opinions ."-Guitar Player Magazine

Play It Loud celebrates the musical instruments that gave rock and roll its signature sound. Seven engrossing essays by veteran music journalists and scholars discuss the technical developments that fostered rock's seductive riffs and driving rhythms; the evolution of the classic lineup of two guitars, bass, and drums; the thrilling innovations and expanded instrumentation musicians have explored to achieve unique effects; the powerful visual impact instruments

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have had; and the essential role they have played in the most memorable moments of rock and roll history. Abundant photographs depict rock's most iconic instruments—including Jerry Lee Lewis's baby grand piano, Chuck Berry's Gibson ES-350T guitar, John Lennon's twelve-string Rickenbacker 325, Keith Moon's drum set, and the white Stratocaster Jimi Hendrix played at Woodstock—both in performance and as works of art in their own right. Produced in collaboration with the Rock and Roll Hall of Fame, this astounding book goes behind the music to offer a rare, in-depth look at the instruments that inspired the musicians and made possible the songs we know and love.

Collects rare and previously unseen documents, photographs and facsimiles of posters and other collectibles from Fender Guitar's decades-long rich history.

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(Book). The Gibson Les Paul Standard 1958-1960 is one of the greatest designs to emerge from Gibson. At first, it was little appreciated and quickly discontinued. However, the UK blues explosion of the 1960s changed everything and these guitars would begin to shape the music for generations to come. The USA quickly picked up this new direction and players such as Mike Bloomfield and Duane Allman then used the Bursts to great effect. Demand for the guitar began in earnest in the 1970s and they now fetch astronomical prices. The Gibson Custom Shop is working diligently on many aspects of their historic Les Pauls bringing them as close to the originals as possible. Not only did the players make this the most collectable guitar in the vintage market but collectors and weekend players played a huge role in its climb to the top. Visually, it is probably one of the most beautiful solid body guitars ever

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made.

The Harley-Davidson Story

Fender Stratocaster Manual

Celebrating 50 Years of the Fender Strat

The Birth of Loud

Take Your Playing to a New Level!

Fender

The Stratocaster Chronicles

(Guitar). The Moderne is an electric guitar designed by Gibson in 1957 alongside the Flying V and Explorer as part of a stylistically advanced line. Sources claim that Gibson made a handful of prototypes, but an original has yet to surface. The

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Moderne was eventually put into production in 1982. Because of their very limited production and forward design, Modernes are highly sought by collectors. Here is the story, explained in interviews and photos, of this curious development associated with the golden era of guitar making.

Chronicles the Beatles' use of instruments from 1956 through 1970, including photographs and discussion about Paul's 1963 Hofner 500/1 violin bass, John's Rickenbacker 325 12-string, and George's Gibson Les Paul.

Joe Bonamassa Collection (Songbook)

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