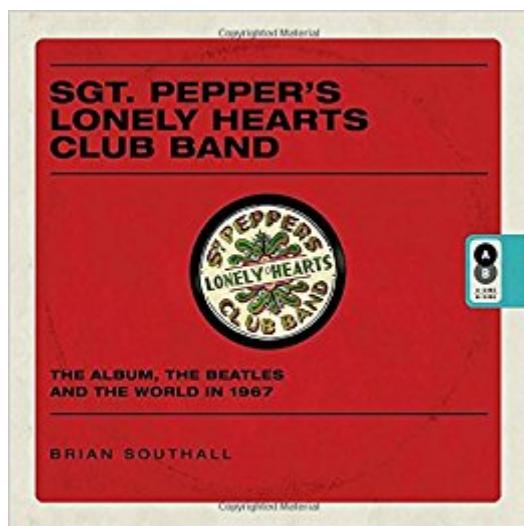


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# Sgt. Pepper's Lonely Hearts Club Band: The Album, The Beatles, And The World In 1967



## Synopsis

A carefully crafted and collectible volume celebrates the 50th anniversary of a legendary and groundbreaking Beatles album. Expert Brian Southall's unique edition recounts the story behind the music and the cultural climate of 1967 when Sgt. Pepper's Lonely Heart Club Band debuted. The "A-side" of this coolly curated title is all about the Beatles, the music on the album, the recording process, how the disc was received at the time and how it has been acknowledged as one of the greatest albums ever recorded. The "B-side" looks at the state of the world in 1967, from the Summer of Love to anti-war protests to the launch of Rolling Stone magazine to Jimi Hendrix's first UK tour as a solo artist--and so much, much more. Fascinating photographs and text build a complete picture of the world as it was when one of the most famous albums of all time was released.

## Book Information

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## Customer Reviews

Fifty years after Sgt. Pepper taught the band to play, Southall (Northern Songs), former head of press at EMI, presents a tribute to this enduring album. Roughly the size and shape of an album cover, this book is divided into two parts (whimsically referred to as the "A" and "B" sides). In the first section, Southall imparts solid if fairly unexciting material about the group and the production of the album. The second part zooms out for a look at the political, social, and pop cultural environment of 1967. The author's coverage of the larger music scene is intriguing--his exploration of innovative groups such as Frank Zappa and the Mothers of Invention offers context for where

Sgt. Pepper's fit in -- but his laborious, often dry month-by-month look at 1967 is somewhat exhausting. However, this isn't a little that most music lovers will read from cover to cover. Visually enticing, with tons of quotes and photos galore (many of which depict the Fab Four in delightfully garish hippie garb), it's ripe for browsing. VERDICT: Not essential reading by any means, but a fun addition to larger music collections. Watch it fly off display shelves. -- Library Journal

Brian Southall is the former Head of Press at EMI and has written about music for over 50 years. Previous publications include Northern Songs - the story of the Beatles' music publishing empire, Beatles Memorabilia: The Julian Lennon Collection, Jimi Hendrix: Made In England, The Rise and Fall of EMI Records, and Sex Pistols: 90 Days at EMI.

Great!

Great keepsake

"The Beatles saved the world from boredom." George Harrison."Maybe calling it the summer of love was a bit too easy; but it was a golden summer." Paul McCartney."You could just pick up the vibes, man." George Harrison.With the 50th Anniversary of "Sgt. Pepper's" and the multi-disc reissue of that album, you would expect there will be books published about that album. One of the first is this book written by Brian Southall who was an EMI press officer and who has written about the Beatles previously. The four "stars" breaks down into three "stars" for the book and a fourth "star" for nostalgia's sake. I just got sucked in, so to each his own.The book is divided into parts "A" and "B". Part "A" is basically a rehash of the Beatles life as a band. But as a Beatles fan I still enjoy reading about the early days leading up to and including the making of "Sgt. Pepper's", but there's nothing really new here. Included are succinct one page essays on each of the Beatles plus Brian Epstein and George Martin. The album itself is dissected song by song which, while having nothing truly new, is still fun to read. Southall does a good job in breaking down the songs without getting technical. This section of the book (as in the entire book) is full of photos--some you've seen, some not regularly seen--that help define the text. There's a short chapter on the making of the album cover which is pretty interesting including photos of artist Peter Blake at work, and a picture of the

gnomes used on the cover which are pretty cool, plus a photo of artist Jann Haworth who created the dolls used on the cover. A chapter on how the album was received by the public and how advanced copies of the album took many by surprise covers that part of the story. The "B" side of the book looks at the era of 1967 in general, beginning with 1966 and how it influenced 1967. From fashion, to sports, to politics, to the rise of psychedelia, to music, this section of the book gives a good grounding on how the world was when this album exploded. The year is broken down month by month with side-bars focusing on the Rolling Stones, the Monkees, the single "Strawberry Fields Forever"/"Penny Lane", to Elvis, the movie "Blow-Up", and other interesting topics. But it's the photos in this section that really bring home some of what it was like back then. All in all this section of the book is like a mini history lesson that hits many of the high points, musical and otherwise, of 1967. This is a book especially for those who weren't around in '67 and want to get some understanding of the album's impact, and what life was like half a century ago. I was at a good age during this era and remember most of the things covered in the book. But it's still fun to "go back" and relive that period when everything (including music) seemed to be in flux and so new and exciting. It's a good combination of information on the "Sgt. Pepper's" album and that whole period that can never be repeated. Deep Beatles fans may not find this to be essential (but it's still pretty cool to read), but people who weren't around then may get a better idea of life through both the breakdown of the album's songs, the Beatles themselves, and the section dealing with events in 1967. I was all set not to like this book because of the rehash of information. But I found myself getting sucked in anyway. After all--it is the Beatles and the "Sgt. Pepper's" album--and '67 was a pretty wild year. Not a totally essential book but nice to have on the shelf of Beatles' books. "It was a nice year with the weather and the music. There were fun gatherings in the parks where people got together for a smoke and a good time."

Outstanding book. Puts Sgt. Pepper into a larger perspective that analyzes not just the music but its impact on the broader culture. The argument of whether or not Pepper is their best album misses the point. While Revolver may indeed be seen by many as a better record, few would argue that it impacted music and the culture in the way that Pepper did. This book takes a wide angle view of many of the influences on the record and, in turn, its impact going forward. An excellent read.

A good book, though not quite as much Beatles content as the title suggests. But well worth the \$18-19 selling price.

I purchased this for my Mom as a gift. She loves it!

Brilliant!!!!

The book behind the making of the album arrived about three weeks before the new release of the Pepper album did which was more than enough time for this Beatlesholic (spelling?) to read, re-read and re-re-read this terrifically written behind the music look at any and every aspect of the making of the world's best rock music album of all time. Yeah, I was fifteen years old when I slid the shrink wrap off the most amazing record cover I think I had ever seen only to discover the music on the album inside left everything else behind so I hope I can be forgiven for the stridency of my assertion about the album. An old fan says thanks! ;-)

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