



Rock: Music, Culture, and Business

By Joseph G. Schloss, Larry Starr, Christopher Waterman

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Providing the perfect balance of cultural and musical analysis, *Rock: Music, Culture, and Business* by Joseph G. Schloss, Larry Starr, and Christopher Waterman tells the full story of rock 'n' roll, from its earliest beginnings to today.

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- * **Balances the history of the music business and the impact of social and cultural movements** on the story of rock
- * Enhanced coverage of **contemporary rock music**, including the impact of **rap**
- * **Integrates lively pedagogy:**
 - **Detailed listening guides** highlighting the significant elements of more than forty key recordings
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Rock: Music, Culture, and Business By Joseph G. Schloss, Larry Starr, Christopher Waterman **Bibliography**

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Editorial Review

Review

"Reads as enjoyably as a novel, moving swiftly between events and the effects on music and society. Superb conclusions at the end of each chapter and balanced discussions of business, technology, culture, lifestyle, and the impact of rock 'n' roll on history."--David Englert, *Sam Houston State University*

"The discussion of song forms was the clearest that I have read in any pop and rock text."--Tony Steve, *Jacksonville University*

"Covers topics and musicians not covered in other texts. . . . Easy-to-follow listening guides help students understand the structures of a variety of songs."--Clarence Hines, *University of North Florida*

"This book is distinguished by its clear writing and compelling argument that rock can provide a way of looking at history."--Patrick Warfield, *University of Maryland*

"I especially like the strong social history view that the book takes."--Kristian Twombly, *St. Cloud State University*

About the Author

Joseph G. Schloss is Visiting Scholar and Adjunct Assistant Professor of Music at New York University. He is the author of *Foundation: B-boys, B-girls, and Hip-Hop Culture in New York* (OUP, 2009) and *Making Beats: The Art of Sample-Based Hip-Hop* (2004), which won the 2005 Book Award from the International Association for the Study of Popular Music. His writing has appeared in *URB*, *Vibe*, *The Seattle Weekly*, *The Flavor*, and the anthologies *Classic Material* and *Total Chaos*.

Larry Starr is Professor of Music at the University of Washington. He is a respected scholar on the music of Gershwin, Copland, and Ives, and on popular music. He is the author of *George Gershwin* (2011), *The Dickinson Songs of Aaron Copland* (2003), and *A Union of Diversities: Style in the Music of Charles Ives* (1992). His articles have appeared in *American Music*, *Perspectives of New Music*, and *The Musical Quarterly*.

Christopher Waterman is Dean of the UCLA School of the Arts and Architecture. An anthropologist specializing in the music of Africa and the Americas, Dr. Waterman is the author of *Jùjú: A Social History*

and Ethnography of an African Popular Music (1990) and guest editor of the volume *Globalization: Cultural Expression, Creativity and Innovation* (2010). He is also a bassist who has performed professionally in a wide variety of popular genres.

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