

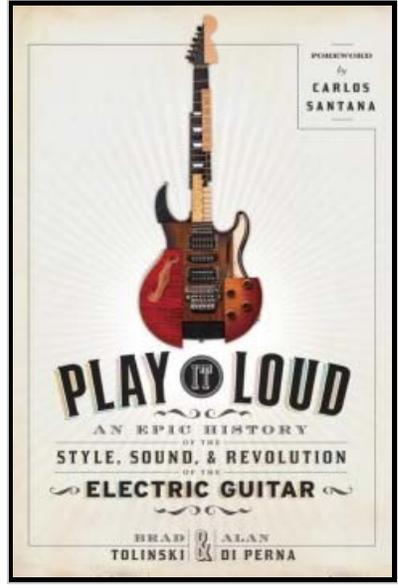


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## Play It Loud

by Brad Tolinski, Alan di Perna, Carlos Santana

Price: **\$26.95** (Hardcover)  
Published: October 25, 2016  
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From the Publisher: "Every guitar player will want to read this book twice. And even the casual music fan will find a thrilling narrative that weaves together cultural history, musical history, race, politics, business case studies, advertising, and technological discovery." — Daniel Levitin, *Wall Street Journal* An unprecedented history of the electric guitar, its explosive impact on music and culture, and the players and builders who brought it to life For generations the electric guitar has been an international symbol of freedom, danger, rebellion, and hedonism. In *Play It Loud*, veteran music journalists Brad Tolinski and Alan di Perna bring the history of this iconic instrument to roaring life. It's a story of inventors and iconoclasts, of scam artists, prodigies, and mythologizers as varied and original as the instruments they spawned. *Play It Loud* uses...

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### About The Author

Brad Tolinski, Alan di Perna, Carlos Santana  
BRAD TOLINSKI was the editor-in-chief of *Guitar World*, the world's bestselling magazine for musicians, for twenty-five years. He is the author of *Light & Shade: Conversations with Jimmy Page*.  
ALAN DI PERNA is a longtime contributor to *Guitar World* and *Guitar Aficionado*...

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### What We Say

I'm no gearhead. I know nothing about guitars or frankly any musical instrument or even the soundboard and other equipment used to record them for an album. So naturally, I'm a music critic! But truly, when Carl Perkins sang "Once I had a little Spanish guitar" on Paul McCartney's album "Tug Of War," I thought he meant, you know, a guitar from Spain. So I started from scratch on the new book "Play It Loud: An Epic History Of The Style, Sound & Revolution Of The Electric Guitar" by Brad Tolinski & Alan Di Perna. Tolinski was a long-time editor-in-chief of "Guitar World" and Di Perna contributed to it and Rolling Stone and many others. Happily, they've written a book that geeks out over technical details and the doo-

dads strapped to the body and neck or simply plugged into electric guitars, but they manage to make it fascinating. In truth, this is the history of popular music as told through the lens of the electric guitar, a way of telling that story from a fresh angle. It starts with the craze for Hawaiian music in the 1920s and slides through blues and country and jazz right up to pop and rock n roll without ever missing a beat (or breaking a string, I guess). You hear stories from -- and about -- legends like Les Paul and Jack White and honestly, the writers are so knowledgeable about guitars I was more fascinated in the technological breakthroughs than their take on music. Indeed, with such a sweeping tale, it's only natural they might have some judgments I take issue with or miss a finer point here and there. (Bing Crosby is dismissed as "well-groomed," oddly enough, when in fact he should be a hero to them for making full use of an earlier technological breakthrough -- the microphone -- and revolutionizing singing forever.) But that's a quibble. Jimi Hendrix, Eddie Van Halen, Muddy Waters and Eric Clapton are just some of the artists who come alive here precisely because Tolinski and Di Perna are focused on the gear they used and how they used it, rather than the usual tales of touring and the like. You also get the lowdown on amplifiers and fuzz boxes and all sorts of tools that become colors in the palette of guitar gods. Happily, with the easy access of music today, you can do what I did and call up the classic singles they mention throughout and actually HEAR what they're talking about. I would have loved a deluxe version of this book since their descriptions of all these axes call out for full color photographs beyond what is included. But hey, there's always Google. So I'll even forgive them for not mentioning the greatest living electric (and acoustic!) guitarist, Richard Thompson. "Play It Loud" is solid and entertaining and certainly eye-opening for those like me who never studied music videos to see what brand of guitar one of my favorites was sporting. I can even hope someone else will take up the implied gauntlet and produce their own history of drums or even the microphone. When they do, Bing Crosby will be front and center. -- Michael Giltz

## What Others Say

"Every guitar player will want to read this book twice. And even the casual music fan will find a thrilling narrative that weaves together cultural history, musical history, race, politics, business case studies, advertising and technological discovery. It could serve just as easily as a text on entrepreneurship and corporate R&D in the 20th century as it could a weekend vacation read."

—Daniel Levitin, *Wall Street Journal*

"A lively and fascinating history....You're going to want to keep your tablet or phone nearby as you read it, because you'll be absolutely compelled to find and listen to the signature songs and riffs referenced throughout the volume. The authors do a great job of introducing just enough technical information to make their points, while keeping explanations clear enough so that those of a nontechnical bent—like this reviewer—can follow them. Tolinski and Di Perna have produced a book that lives up to the urgent, innovative, all-encompassing spirit of its subject."

—*Minneapolis Star-Tribune*

"The authors... bring freshness to chestnuts through technical nuggets aplenty.... The electric guitar changed the world, and Tolinski..."

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