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## Beatles vs. Stones (Hardback)

By Assistant Professor of History John McMillian

SIMON SCHUSTER, United States, 2013. Hardback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book. Boasting the intellectual rigor of a historian and the passion of a diehard fan--a groundbreaking narrative account of the biggest and most misconstrued rivalry in the annals of rock and roll. With the sophistication of a historian, the storytelling skills of a journalist, and the passion of a fan, John McMillian explores the multifaceted relationship between the two greatest bands of our time. In the 1960s the two biggest bands in the world--the lovable Beatles and the bad-boy Rolling Stones--waged an epic battle. The Beatles want to hold your hand, wrote Tom Wolfe, but the Stones want to burn down your town. Both groups liked to maintain that they weren't really rivals--that was just a media myth, they politely said--but on both sides of the Atlantic, they plainly competed for commercial success and aesthetic credibility. In Beatles vs. Stones, John McMillian gets to the truth behind the ultimate rock n roll debate. McMillian reveals how music managers helped to construct the Beatles-Stones rivalry as they set out to engineer moneymaking empires. He explores how the Beatles were marketed as...

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