

# How The Beatles Went Viral In 64

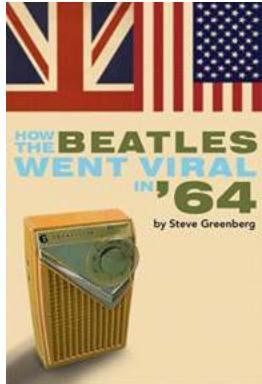
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## How the Beatles Went Viral In '64

by Classical Masterpieces (Kindle Edition)



★★★★★ 4.6 out of 5  
Language : English  
File size : 3874 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Lending : Enabled  
Screen Reader : Supported  
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**“I think you've got to be honest in your writing. If you can't write truthful, what's the point?”**

**- John Lennon ”**

## The Beatles' Rise to Stardom

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## **The Impact of Beatlemania**

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## **The Beatles' Influence on Pop Culture**

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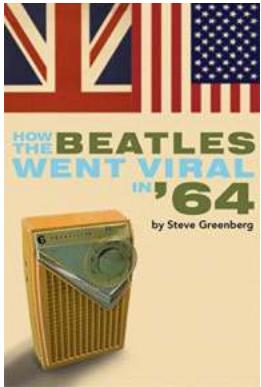
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## The Legacy of The Beatles

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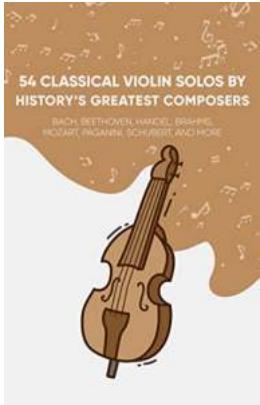
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At Christmas, 1963, virtually no one in America had heard of the Beatles. And yet on February 9th, 1964, 73 million people watched the band perform on the Ed Sullivan Show, the largest-ever audience for an entertainment program up to that point. What happened in a mere six weeks that would allow for something so unprecedented to occur?

“How the Beatles Went Viral In ‘64” is an in-depth, serious examination of how a mix of luck, tragedy, ambition, mistakes, rivalries, technology and raw talent combined to launch the biggest pop juggernaut in history. Fans of the Beatles and anyone interested in understanding how cultural phenomena occur will find this book invaluable.

Author Steve Greenberg is a Grammy-winning record producer/musicologist who has written widely on pop music history, with a focus on the origins and life cycles of pop phenomena.



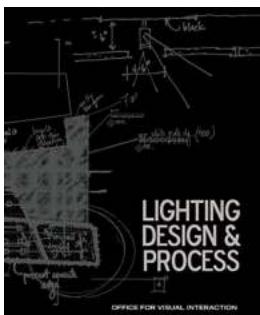
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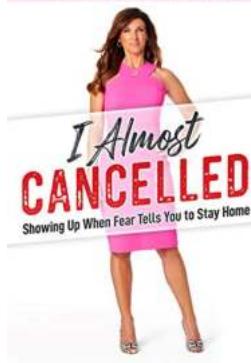
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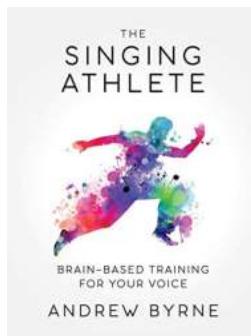
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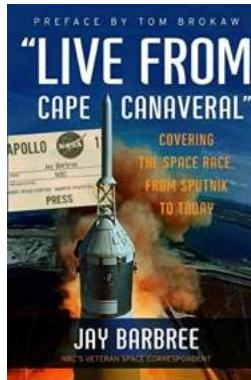
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