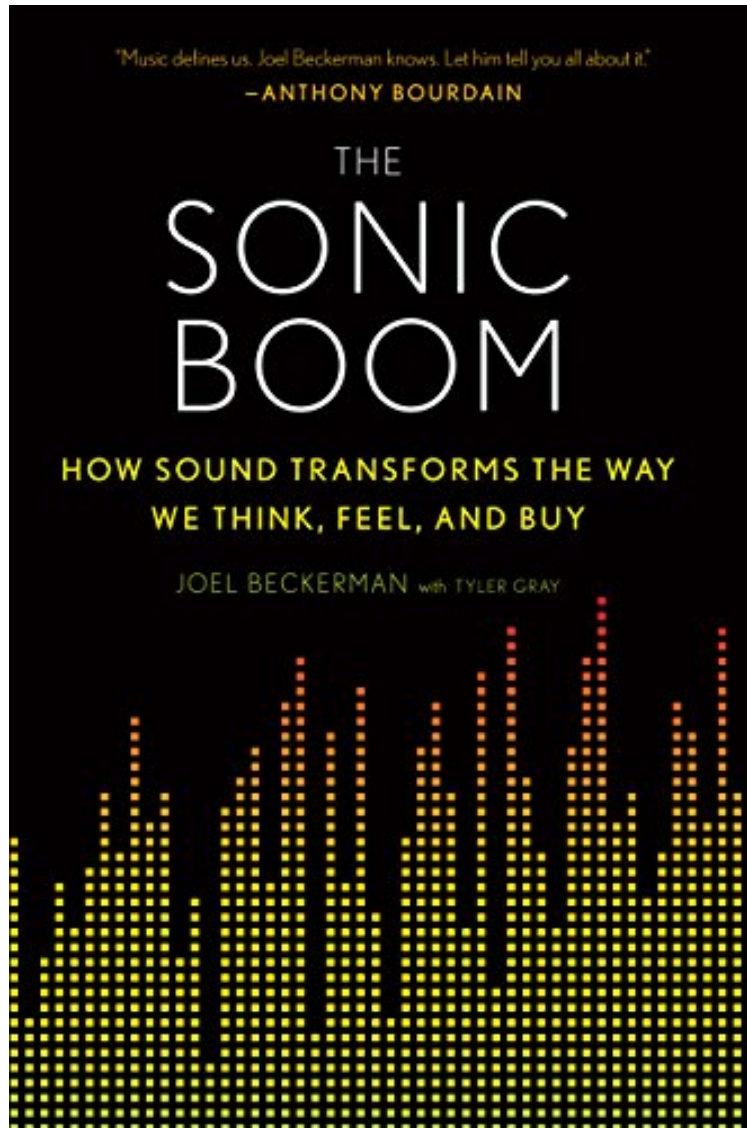


[Download pdf] The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy

The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy

Joel Beckerman, Tyler Gray

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#580605 in eBooks 2014-10-21 2014-10-21 File Name: B00K9W842A | File size: 70.Mb

Joel Beckerman, Tyler Gray : The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy:

2 of 2 people found the following review helpful. Pretty much a waste of time By Shlok Vaidya Luckily it's only an hour wasted because this book is so lacking in both content and insight that it makes it an alarmingly fast read. A boring attempt at content marketing by some guy trying to carve out a niche as the go-to ancillary service provider for

ad agencies who want to add a 'sonic logo/signature/landscape/jingle' to their pitch. The two things I did learn: 1. Fajitas were invented Austin. Page 19 and 20 tell the story, and it's cool, and that sizzle will make you hungry. 2. The author has no idea how music licensing works. The advice on page 99 and page 100 will get your small business sued by ASCAP/BMI. 3 of 3 people found the following review helpful. Repeating the obvious does not make it more interesting. By Rex Moody I'm sure that this author is highly accomplished in his field. However, these skills do not necessarily transfer to writing. I'm sorry to say this, but the endless repetition of the obvious wore me out. I gave up half way through when it became obvious that the book was going to be primarily a recitation of the author's successes. It's as if someone said "you should write a book," so he did. Maybe I'm too old to understand a lot of the pop culture references, too. I was really looking for something more substantive. 0 of 0 people found the following review helpful. Turning your ears on! By James A Knapp So many of these books are analytical treatises looking at physiological and psychological impact of sound. This is a practical day to day analysis of how sound effects us. Written by people who have lived this experience themselves. I teach Sound Design for Live Theatre and one of the biggest difficulties I have at the intro level is turning the students ears on, making them aware of the sound environment they live in. I have found no other book that is as accessible for people who are just beginning to understand the impact of sound in their lives and how we can use it to focus the attention of others. While almost exclusively anecdotal, it took me a long time to read. Not that it is complicated material but so much of what they write about is available on the internet in various forms. I would find myself reading a couple of pages and then stopping to look up videos of the topic being addressed. For those of us who are analytically minded or have been working in this field for a long time this is a fun reminder that we live in a real world where the use of sound can have a real impact on our day to day lives. For those who are just beginning to understand how sound effects us it is an eye opening way to turn your ears on.

"Music defines us. Joel Beckerman knows. Let him tell you all about it." —Anthony Bourdain
Equal parts sociological study and business advice, using unique everyday examples—for instance, how the fate of the Chili's fajita empire rested on the sound of the sizzling platter, and how Disneyland approaches soundscapes for a fully immersive experience—to explain how sound effects our mood and shopping habits.—EW.com
Sound and music surround us so constantly that we often take them for granted. But sound has surprising power to influence our decisions, opinions, and actions in ways we might not even notice. Discordant ambient noise can induce anxiety; ice cream truck jingles can bring you back to your childhood. In The Sonic Boom, composer and strategic sound expert Joel Beckerman provides a new framework for thinking about sound's effects on every aspect of our lives. You don't need to be a musician or a composer to harness the power of sound. Companies, brands, and individuals can strategically use sound to get to the core of their mission, influence how they're perceived by their audiences, and gain a competitive edge. Whether you're a corporate giant connecting with millions of customers or a teacher connecting with one classroom of students, the key to an effective sonic strategy is the creation of "boom moments"—transcendent instants when sound connects with a listener's emotional core. I've spent my life curating, creating, and collecting sounds. But Beckerman and Gray have shown here that there are still plenty of sounds that we've all missed. The Sonic Boom reveals the music and structured cacophony of everyday life.—Moby

"The Sonic Boom will alter how you hear the world." —TIME
"Equal parts sociological study and business advice, using unique everyday examples—for instance, how the fate of the Chili's fajita empire rested on the sound of the sizzling platter, and how Disneyland approaches soundscapes for a fully immersive experience—to explain how sound effects our mood and shopping habits." —EW.com
"Beckerman's anecdotes, including how Apple computers came to have their particular start-up noise, are engaging." —Los Angeles Times
"Thanks to such entertaining asides and Beckerman's enthusiastic conviction that sound matters more than anything, readers of The Sonic Boom might suddenly find they're hearing things they had never noticed before." —Washington Independent of Books
"A fast and provocative read that will appeal to a wide, general audience, especially those interested in the psychology of marketing." —Library Journal