



Why Don't We Do It In The Road?: The Beatles Phenomenon

John Astley

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In *Why Don't We Do It In The Road?* the author looks back to the 1960s and the global phenomenon surrounding four young men from Liverpool . . . The names and the songs are well known, but the "why?" is more difficult to locate - even with hindsight - against the glare of the music industry's powerful, myth-making apparatus. . . John Astley deploys his forensic skills as a sociologist of culture to develop an original take on the kaleidoscopic landscape that gave birth to The Beatles phenomenon . . . The reader is invited to take a peep back into the recent past - at the post-War years in England's Liverpool. . . the trembling class structure of an exhausted society. . . the advent of "youth" as a demographic force - and the explosion of electronic music in the 1960s as British culture is unmade and remade. . . "Why Don't We Do It In The Road?" is a question that has gone unanswered for four decades - that is, until now . . .



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