

# Secrets to the Sounds of Success

Veteran producer, engineer, and author Bobby Owsinski uncovers the stories and techniques behind modern rock, country, pop, hip-hop, and classic rock hits.



Essential for songwriters, producers, engineers, and music fans!



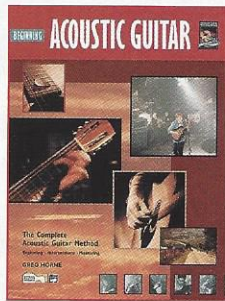
alfred.com/deconstructed

## BOOK STORE

### Complete Acoustic Guitar Method Books

By Alfred Music Publishing  
(paperback) \$24.99

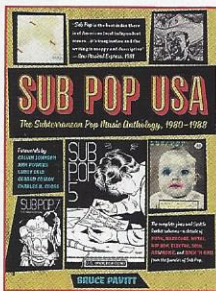
Alfred has released second editions of the widely popular Complete Acoustic Guitar Method available for beginning, intermediate and advanced guitarists. Perfect for those who want to master their craft, these books are packed with essential information organized in easy-to-master sections. These new editions have been revised to include new examples in the styles of the hottest acoustic guitar players on the current scene and brand new videos demonstrating the examples in the books.



### SUB POP USA: The Subterranean Pop Music Anthology, 1980-1988

By Bruce Pavitt  
(paperback) \$24.95

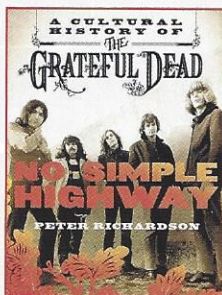
From Beat Happening and Pell Mell to early records by the Beastie Boys, Metallica and Run DMC, Sub Pop was a 1980s independent music bible, a fanzine written with a diverse appreciation for happening scenes across the USA. In 1986, author Pavitt put his ideas into practice, launching Sub Pop Records with the historic Sub Pop 100 compilation and Soundgarden's first release. While the Sub Pop Records legacy is today legendary, the groundwork and creative wellspring that put Seattle on the musical map is assembled here for the first time.



### No Simple Highway—A Cultural History of the Grateful Dead

By Peter Richardson  
(hardcover) \$26.99

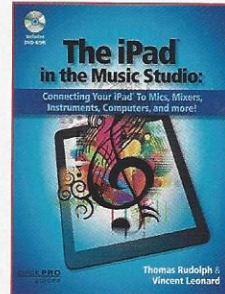
On the 50th anniversary of the band's creation, Richardson's book delineates why the Grateful Dead became a legendary band. It is a vivid account of the Dead's colorful history based on new research, interviews and material from the Dead archives, giving us new insight into everything from acid tests to the band's formation of their own record label to their massive late career success, while probing the riddle of the Dead's vast and durable appeal.



### The iPad in the Music Studio

By Thomas Rudolph and Vincent Leonard  
(paperback) \$19.99

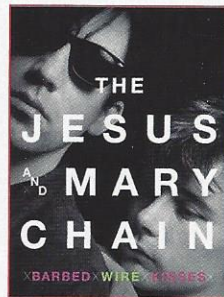
Rudolph and Thomas focus on the iPad's connectivity to the professional, project and home music studios, guiding you step by step through the most popular and productive apps for the iPad 2, third—or fourth—generation iPad, or iPad mini, running the latest versions of the iOS. Written by two experienced authors of music technology textbooks, training and courses, *The iPad in the Music Studio* provides guidance on the best apps for music and how to apply them in your musical life.



### The Jesus and Mary Chain: Barbed Wire Kisses

By Zoe Howe  
(hardcover) \$26.99

Starting in the bleak town of East Kilbride, near Glasgow, at the dawn of the 1980s, Howe's book follows two chronically shy brothers, James and William Reid, and traces their emergence from a shared bedroom to unleash their seminal debut album, *Psychocandy*, making a huge impact on the rock music world. Howe charts the brothers' stormy live performances, signing to Creation, fraternal tensions that rival those of the Gallaghers and, ultimately, their total self-belief and passion.



### The Strat in the Attic 2: More Thrilling Stories of Guitar Archaeology

By Deke Dickerson  
(hardcover) \$25.00

Musician, journalist and "guitar archaeologist" Dickerson is back with more stories of rare guitar finds and the music legends who owned them. This time you learn about a 1966 Hallmark Swept-Wing, a Bob Wills and the Texas Playboys original 1940's Epiphone Emperor archtop, a Stromberg Master 400 archtop owned by Nat "King" Cole Trio guitarist Oscar Moore, a Merle Travis 1953 Standel amp and more. Photos of the guitars and other memorabilia round out the package. Recommended reading for any vintage-guitar aficionado.

