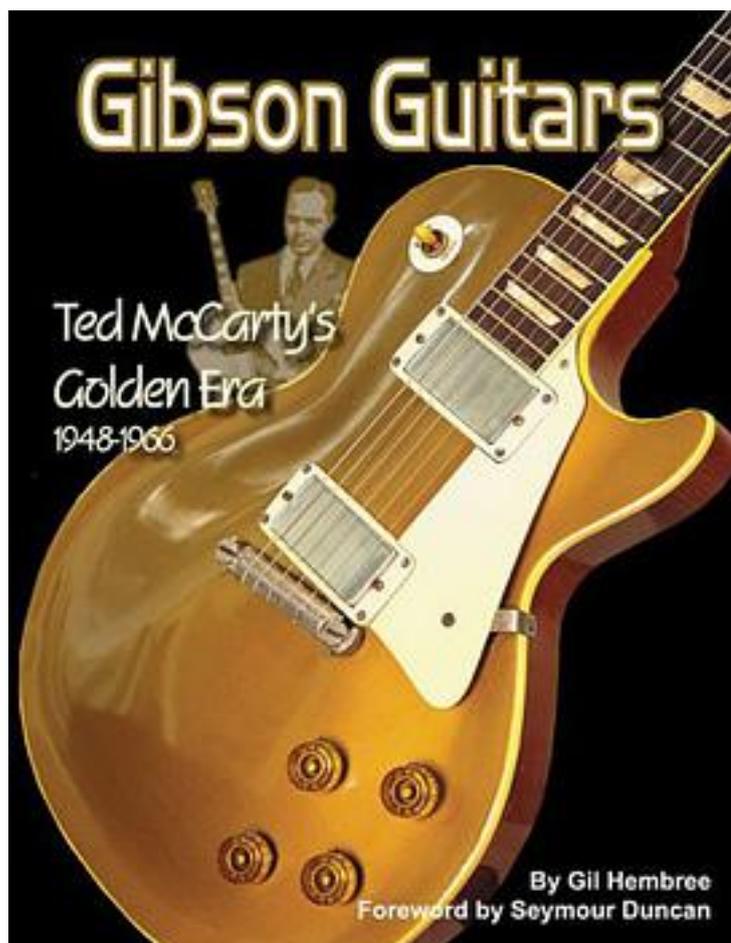


Gibson Guitars



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出版者:Hal Leonard Corp

出版时间:2007-2

装帧:Pap

isbn:9781423418139

Gibson Guitars: Ted McCarty's Golden Era is a long overdue book that covers the world's greatest period of guitar manufacturing. As CEO of Gibson Guitars from 1948 to 1966, Ted McCarty presided over the production of nearly one million instruments and

amplifiers. 1950s Gibson Les Paul Standards, Flying Vs, Explorers, and ES-335s are considered to be some of the most valuable fretted instruments in the world. This book is Ted McCarty's first and only complete biography, and a book that gives us a glimpse into a golden era of his factory and his loyal employees who made some of the world's most desirable guitars. It features over 100 photographs, some from Ted's personal archives and never before published. "Ted McCarty was the architect of a Golden period in Gibson's history. During his 18-year tenure, he helped to reestablish the company's historic leadership in the industry through a number of musical innovations that still resonate today." Gibson Chairman and CEO Henry E. Juskiewicz

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