



How Does It Sound Now?: Legendary Engineers and Vintage Gear

Gary Gottlieb

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The title of the book, HOW DOES IT SOUND NOW?, may need an explanation for those unfamiliar with the story. Chet Atkins was playing his guitar when a woman approached him. She said, "That guitar sounds beautiful". Chet immediately quit playing. Staring her in the eyes he asked, "How does it sound now?" The quality of the sound in Chet's case clearly rested with the player, not the instrument, and the quality of music recordings ultimately lies with engineers and producers, not with the gear they use. Winner of the 2011 Association for Recorded Sound Collections' Award for Excellence in Historical Recorded Sound Research, HOW DOES IT SOUND NOW was originally conceived as a collection of interviews with engineers who made the transition through different technologies - analog to digital, wire to tape, and CD to mp3, seeking to explore the methodology employed by the most successful engineers when confronted with new and evolving technology. The discussion that emerged was focused on how producers and engineers retain quality and continue to create a product that conforms to their own high standards in the face of changing technologies. The 31 engineers and producers interviewed in this book contributed to hundreds of millions of copies of albums and CDs throughout their combined careers. HOW DOES IT SOUND NOW? offers insight for any engineer or aspiring engineer that hopes to achieve similar heights in their profession.

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