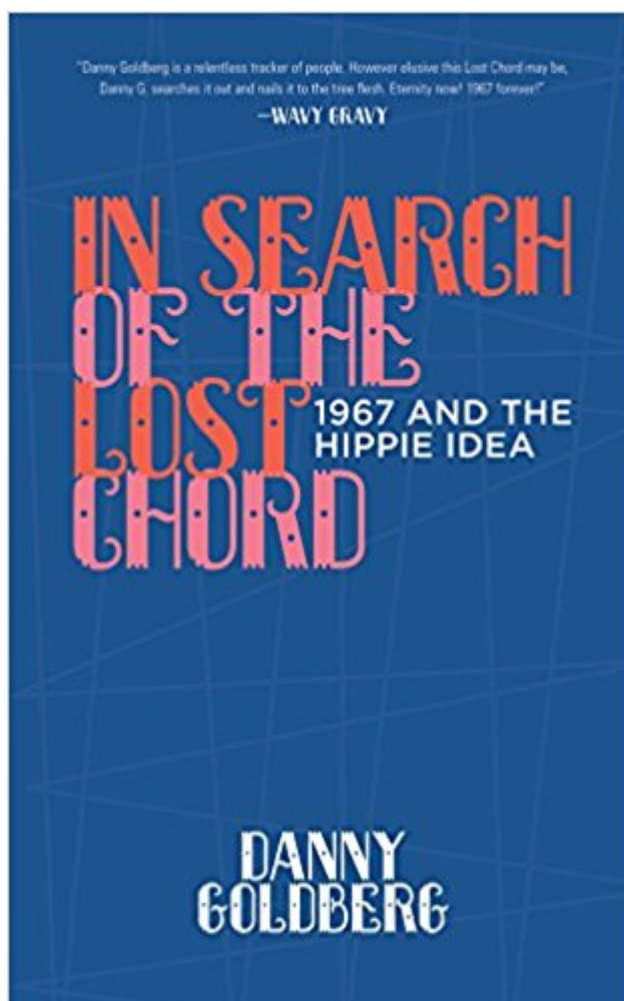


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# In Search Of The Lost Chord: 1967 And The Hippie Idea



## Synopsis

"A legendary steward of the hip musical world...Goldberg plunges into a thorough, panoramic account of the culture, politics, media, music and mores of the year to demolish the idea that it was trivial. He has researched and interviewed widely--his section on underground newspapers is impressively detailed--and he's been there with many of the principals through all these years...Goldberg's deep purchase on his subject and his storytelling ease make it fresh...Personal asides give the account intimacy...[The book proves] that so much activism and passion can be crowded into barely more than a single year. When Goldberg was writing his book, that might have been a useful message. Today, in Trump's America, with a fueled and gathering resistance, it is a potentially mirroring one."--New York Times Book Review"Goldberg brings a personal passion that itself illustrates the lasting resonance of the hippie era."--Publishers Weekly"A reminiscence of the time that brought us Sgt. Pepper and the Summer of Loveâ |A genial you-were-there memoir of a golden age."--Kirkus Reviews"Written with the acuity of someone who lived through the times he writes about, this is a thoughtful and wide-ranging exploration not just of one year in history but also of a culture and a way of thinking that continues to reverberate today."--Booklist Online"[Goldberg's] newest book, *In Search of the Lost Chord: 1967 and the Hippie Idea*, explores and fuses together the musical, political and spiritual revolutions of the time into a narrative about a moment when 'there was an instant sense of tribal intimacy one could have even with a stranger.'"--Rolling Stone

Danny Goldberg's new book is a subjective history of 1967, the year he graduated from high school. It is, he writes in the introduction, "an attempt at trying to remember the culture that mesmerized me, to visit the places and conversations I was not cool enough to have been a part of." It is also a refreshing and new analysis of the era; by looking at not only the political causes, but also the spiritual, musical, and psychedelic movements, Goldberg provides a unique perspective on how and why the legacy of 1967 lives on today. 1967 was the year of the release of the Beatles's Sgt. Pepper's Lonely Hearts Club Band, and of debut albums from the Doors, the Grateful Dead, Jimi Hendrix, Janis Joplin, among many others. In addition to the thriving music scene, 1967 was also the year of the Summer of Love; the year that millions of now-illegal LSD tabs flooded America; Muhammad Ali was convicted of avoiding the draft; Martin Luther King Jr. publicly opposed the war in Vietnam; Stokely Carmichael championed Black Power; Israel won the Six-Day War, and Che Guevara was murdered. It was the year that hundreds of thousands of protesters vainly attempted to levitate the Pentagon. It was the year the word "hippie" peaked and died, and the Yippies were born. Exhaustively researched and informed by interviews with Allen Ginsberg, Timothy Leary, Ram Dass, Tom Hayden, Cora Weiss, and Gil Scott-Heron (one of many of Goldberg's high school

classmates who entered the culture), *In Search of the Lost Chord* is a mosaic of seminal moments in the psychedelic, spiritual, rock-and-roll, and political protest cultures of 1967.

## Book Information

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## Customer Reviews

"[Goldberg] explores how the political, mystical, psychedelic and musical fused to create that memorable year."--Toronto Star  
"In his new book *In Search of the Lost Chord: 1967 and the Hippie Idea*, author Danny Goldberg interviewed dozens of people who were touched by that summer."--AARP Magazine  
"[Goldberg] conducts a survey of the hippie universe of that particular moment, touching on the rival hippiedoms of San Francisco and New York, the philosophical avatars of LSD, the wisdom of Allen Ginsberg, the grandeur of the Grateful Dead and other exemplars of the 'San Francisco Sound,' the New Left radicals and black-power militants (as seen from a hippie standpoint), and the underground press."--Tablet Magazine  
"Entertainment industry executive and raconteur Danny Goldberg's new book tackles 1967, the most promising but confusing year of that era, straight on. It's a veritable literary head rush, and he delivers some tasty and tantalizing details along the way. The Vietnam War, race relations, psychedelic rock, LSD, the first Be-In, various counterculture groups: All get plenty of attention, and Goldberg's personal connection to several key figures allows him to get quotes and new thoughts on the era, 50 years later."--Capital & Main  
"Though the dream appeared to end, what Goldberg describes as a 'mystical experience' for many participants continues to reverberate a half century later in everything from the environmental movement to the push for organic food."--Shepherd Express (Milwaukee)  
"In Search

of the Lost Chord takes a refreshing new look at 1967, offering up a unique perspective and personal analysis of the counterculture era itself."--Night Flight"Long a gloried mover and shaker in the music industry, Danny Goldberg knows whereof he speaks in his iconoclastic history of American popular culture...Based on his own exhaustive research, including interviews with luminaries ranging from Allen Ginsberg to Baba Ram Dass (aka Richard Alpert), the book drills deeply into sex, drugs and rock 'n' roll, and much else besides."--Jewish Journal"A neat compendium."--New York Journal of Books"Danny Goldberg is a relentless tracker of people. However elusive this Lost Chord may be, Danny G. searches it out and nails it to the tree flesh. Eternity now! 1967 forever!"--Wavy Gravy"Danny Goldberg's deeply personal and political history of 1967 and the hippie idea weaves together rollicking, rousing, wonderfully colorful and disparate narratives to remind us how the energies and aspirations of the counterculture were intertwined with protest and reform. There is a direct line from many of the events, movements, and people of 1967 to our times. Goldberg draws the line for us with mesmerizing storytelling, characters, and conversations."--Katrina vanden Heuvel, The Nation"Danny Goldberg has written a lively, well-researched, kaleidoscopic account--at once openhearted and levelheaded--of a spiritual, pharmacological, political, and musical supernova whose reverberations are still strongly felt a half-century later."--Hendrik Hertzberg"Danny Goldberg is probably one of the purest, most reasonable guides you could ask for to 1967."--Andrew Loog Oldham, author of Rolling Stoned"Hippie 101--a kaleidoscopic snapshot of the Big Bang fifty years ago, three parts social and musical history, one part personal memoir, a sweeping overview that also manages to be up close and personal. Bravo."--Joel Selvin, author of Altamont: The Rolling Stones, the Hells Angels, and the Inside Story of Rock's Darkest Day"Danny Goldberg has done something I would not have thought possible: with diligent research, sharp prose, a clear mind, and an open heart, he has rescued a period of history from the clichés that had previously defined it. I began this book thinking hippies ridiculous. I ended it with a far more complex view, and one that showed me how little I had known or understood--a truly impressive achievement."--Eric Alterman, author of The Cause: The Fight for American Liberalism from Franklin Roosevelt to Barack Obama "This extraordinary book transports us back to a 'moment' when, as Goldberg writes, the phrase 'peace and love' was not meant or taken ironically.' Beginning at sixteen, Goldberg was a participant in the rise and cresting of the hippie movement, the hippie ideal, which has been trivialized and disparaged in later decades. He cuts through the obfuscation and recreates the sense of magic, wonder, intimacy, and community that was in the air and you could breathe it in. If you want to know, or remember, what it was like to be alive and part of that historic wave, I can think of no better guide than In Search of the

Lost Chord."--Sara Davidson, author of Loose Change: Three Women of the Sixties" In a time of the harshest dissonance, Danny Goldberg's In Search of the Lost Chord arrives like soma from a heaven that is still up there if you look hard enough. One the great gambits of the rightist culture has been to paint the 1960s, and the hippie movement in particular, as some stammering, slothful stoner movie. As an eyewitness, I can testify it was much, much more. Danny Goldberg's highly informative missive from that long, strange trip not only reminds veterans of the glorious possibilities of the age but also serves as an excellent primer to onward generations."--Mark Jacobson, author of The Lampshade Praise for Dispatches from the Culture Wars: How the Left Lost Teen Spirit: "Years from now, if the Democrats have long faded from American memory, anthropologists and historians will ask, Didnâ™t any of them read this book by Danny Goldberg?"--Michael Moore

Danny Goldberg is the author of How the Left Lost Teen Spirit and Bumping Into Geniuses: My Life Inside the Rock and Roll Business. Since 2007 he has been president of Gold Village Entertainment, whose clients include Steve Earle and Against Me. Previously, Goldberg was president of Gold Mountain Entertainment (Nirvana, Bonnie Raitt, the Allman Brothers), CEO of Air America Radio, chairman of Warner Bros. Records, president of Atlantic Records, and vice president of Led Zeppelin's Swan Song Records.

Goldberg focuses on one year, 1967, and uses it as a prism to explore what led up to it and what's happened since. He places some of the more notorious people and actions in a much broader and meaningful context. Goldberg writes from a privileged position, since he was in high school at Fieldston at the time and his classmates included the children of some of the era's most influential people and kids who would go on to make marks on society in their own rights. I was (am) a couple of years younger and, in the Philadelphia suburbs, was removed from and often unaware of the people and history he describes. A couple of criticisms: amid the history and analysis, Goldberg drops in periodic personal reflections that read like self-defense. No need. Also, less than thorough editing has resulted in some repetition from chapter to chapter: repeated identification of people who have already been introduced, quotations used multiple times, etc. All in all, though, I enjoyed this book and recommend it.

The year is 1967. Danny Goldberg has written the definitive history of the rock and roll times times he knew so well. 50 years passing in the flash of an eye. I read the book in a couple of sittings, it's that fast and that amusing. A great ride by a real pro who knows his stuff. The epilogue and timeline

are wonderful references. I couldn't put this one down.

We're deep into the rightful re-examination of the years that massively impacted where we are and where we were yesterday. My world was shaped by the summers of 67, 68 and 69. Goldberg is on that same ship and he tells us not only what happened but, in a sense, why it happened and in some deep suggestions what we might need to do in order to make it happen again. Oh Danny Boy you really hit the nail right on the right head and at the exact moment this hammer needs to strike again.

Heard about the book on IMUS. Great book.

I thought this was a great overview of all the divergent factors that converged, and peaked, in the late sixties. It built the context out nicely.

Nice to have a focus on 1967, rather than the more common 1968.

I have thoroughly enjoyed my Advance Reading Copy™ of IN SEARCH OF THE LOST CHORD: 1967 AND THE HIPPIE IDEA from Akashic Books. I jokingly told my husband the book could be our own memoirs! IN SEARCH OF THE LOST CHORD: 1967 AND THE HIPPIE IDEA by Danny Goldberg is a social and cultural and personal history of the year 1967. It is certainly concise, well-written and well-documented with just the right amount of personal thoughts and anecdotes. The book contains a Table of Contents; an Introduction; 9 chapters; an Epilogue; a 1967 Timeline; Sources and Acknowledgements. Danny Goldberg's Introduction tries to define and describe the 1960s. He graduated from Fieldston High School in New York City in 1967 and the sixties had a lasting influence on me and many of my closest friends from that time. (I would totally agree with that statement.) There were many shadowy elements to the 1960s and 1967; in particular - the black cloud of a military draft; the loss of faith in authority; civil rights changes and tensions; the Vietnam War; the communal sweetness and tribal intimacy of the hippie movement. There were so many significant events in 1967 (see the 1967 Timeline). The Human-Be In in Haight-Ashbury; musical milestones - Jefferson Airplane's Surrealistic Pillow - Sgt. Pepper's Lonely Hearts Club Band is released - the Monterey Pop Festival; the Summer of Love; anti-war protests; race riots; Muhammad Ali refuses the draft; debut of Rolling Stone magazine; drugs (lots of drugs). It

is mind-boggling that 1967 was such a busy social, political, musical, cultural year of changes! My reactions and favorite bits: p. 20 the Che Guevara reference "Forces in the government and corporate America conspired to crush the cultural rebellions, but they were aided by infighting on the political left, a syndrome which, legend has it, led Che Guevara to quip that if you asked American leftists to form a firing squad, they'd get into a circle. (I love that!)" p. 21 "As the decades passed, the music of the period would prove to be the most resilient trigger of authentic memories. (That is certainly true for me.)" I liked Chapter 2 - Before the Deluge 1954-1966 I liked the tv and entertainment references - Rowen & Martin's Laugh-In, Firesign Theatre, the musical HAIR, the Smothers Brothers Comedy Hour, The Beatles, Grace Slick (I could go on and on - all triggers for me) The references to Martin Luther King Jr., Robert Kennedy and Eugene McCarthy. The term "made out" - one doesn't hear that expression much anymore. The Epilogue with its references to The Whole Earth Catalog and Tom Hayden. Environmentalism, vegetarianism, health foods, pot, LSD, yoga, Eastern mysticism, free love, alternative media choices - making their way into the mainstream of cultural life. An excellent book. I think it's time to listen to my Sgt. Pepper album!

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