



# **Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever**

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## Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever

(Book). Foreword by Joe Satriani Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever is a reflection on Guitar Player 's often pioneering early days, from its 1967 founding through its 1989 sale by founder Bud Eastman and editor/publisher Jim Crockett. This book looks at the magazines evolution from a 40-page semi-monthly to a monthly exceeding 200 pages, with a gross yearly income that grew from \$40,000 to nearly \$15 million. The story is told by many people important to Guitar Player 's history, including Maxine Eastman, Bud Eastman's widow, and Crockett, who edited this book with his daughter Dara. Also here are recollections of key personnel, including Tom Wheeler, Jas Obrecht, Roger Siminoff, Mike Varney, Jon Sievert, George Gruhn, and Robb Lawrence; leading early advertisers, such as Martin, Randall, and Fender; and prominent guitar players featured in the magazine, including Joe Perry, George Benson, Pat Travers, Country Joe McDonald, Pat Metheny, Steve Howe, Lee Ritenour, Johnny Winter, Steve Morse, Larry Coryell, Michael Lorimer, John McLaughlin, Stanley Clarke, Liona Boyd, Steve Vai, and many others. Among the many illustrations are then-and-now shots of performers and staff, early ads, behind-the-scenes photos from company jam sessions (with such guests as B. B. King and Chick Corea), various fascinating events, and key issue covers. Rich in history and perspective, Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever is the definitive first-person chronicle of a music magazine's golden age.

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