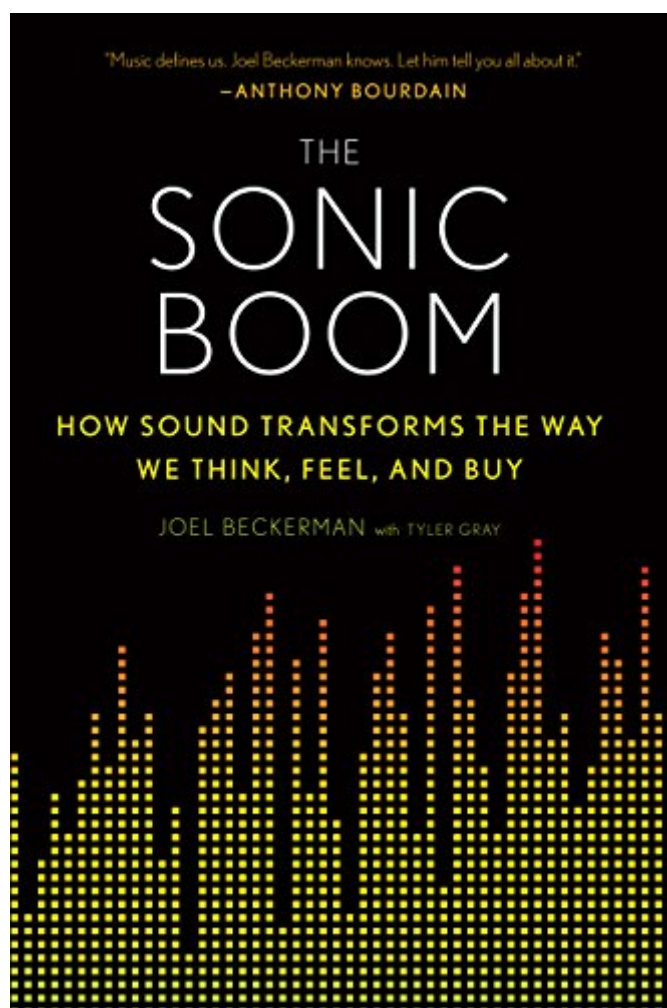


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# The Sonic Boom: How Sound Transforms The Way We Think, Feel, And Buy



## Synopsis

"Music defines us. Joel Beckerman knows. Let him tell you all about it." —Anthony Bourdain

—Equal parts sociological study and business advice, using unique everyday examples—for instance, how the fate of the Chili's fajita empire rested on the sound of the sizzling platter, and how Disneyland approaches soundscapes for a fully immersive experience—to explain how sound affects our mood and shopping habits. —EW.com

Sound and music surround us so constantly that we often take them for granted. But sound has surprising power to influence our decisions, opinions, and actions in ways we might not even notice. Discordant ambient noise can induce anxiety; ice cream truck jingles can bring you back to your childhood. In *The Sonic Boom*, composer and strategic sound expert Joel Beckerman provides a new framework for thinking about sound's effects on every aspect of our lives. You don't need to be a musician or a composer to harness the power of sound. Companies, brands, and individuals can strategically use sound to get to the core of their mission, influence how they're perceived by their audiences, and gain a competitive edge. Whether you're a corporate giant connecting with millions of customers or a teacher connecting with one classroom of students, the key to an effective sonic strategy is the creation of "boom moments"—transcendent instants when sound connects with a listener's emotional core. —I've spent my life curating, creating, and collecting sounds. But Beckerman and Gray have shown here that there are still plenty of sounds that we've all missed. *The Sonic Boom* reveals the music and structured cacophony of everyday life. —Moby

## Book Information

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## Customer Reviews

Luckily it's only an hour wasted because this book is so lacking in both content and insight that it makes it an alarmingly fast read. A boring attempt at content marketing by some guy trying to carve out a niche as the go-to ancillary service provider for ad agencies who want to add a 'sonic logo/signature/landscape/jingle' to their pitch. The two things I did learn: 1. Fajitas were invented Austin. Page 19 and 20 tell the story, and it's cool, and dat sizzle will make you hungry. 2. The author has no idea how music licensing works. The advice on page 99 and page 100 will get your small business sued by ASCAP/BMI.

I'm sure that this author is highly accomplished in his field. However, these skills do not necessarily transfer to writing. I'm sorry to say this, but the endless repetition of the obvious wore me out. I gave up half way through when it became obvious that the book was going to be primarily a recitation of the author's successes. It's as if someone said "you should write a book," so he did. Maybe I'm too old to understand a lot of the pop culture references, too. I was really looking for something more substantive.

So many of these books are analytical treatises looking at physiological and psychological impact of sound. This is a practical day to day analysis of how sound effects us. Written by people who have lived this experience themselves. I teach Sound Design for Live Theatre and one of the biggest difficulties I have at the intro level is turning the students ears on, making them aware of the sound environment they live in. I have found no other book that is as accessible for people who are just beginning to understand the impact of sound in their lives and how we can use it to focus the attention of others. While almost exclusively anecdotal, it took me a long time to read. Not that it is complicated material but so much of what they write about is available on the internet in various forms. I would find myself reading a couple of pages and then stopping to look up videos of the topic being addressed. For those of us who are analytically minded or have been working in this field for a

long time this is a fun reminder that we live in a real world where the use of sound can have a real impact on our day to day lives. For those who are just beginning to understand how sound effects us it is an eye opening way to turn your ears on.

Whether or not you consider yourself a sound/music person, a visual person, or don't think in those definitions, *The Sonic Boom* is a fascinating look at sounds in our lives. *The Sonic Boom* is about how sound affects people's mood and perception of atmosphere, and how sounds can evoke emotions and create brand loyalty. The primary concept of the book is the "boom moment", which is defined as the right sound or music used to convey information and create connections through the use of memory and creation of new experiences. Boom moments are also described in *The Sonic Boom* as ways sound is used to, "spark memories, tell rich stories with incredible efficiency and most importantly elicit feelings". I found this to be a very interesting perspective. *The Sonic Boom* describes how sounds and music provide information, reinforce messages, and create positive or negative environments "including the concept of "sonic trash" and how to get rid of it in your life. It's a very engaging read, and definitely made me think about sound in a new way.

OK but not great. There was some good areas where the author described some of his personal experiences in creating audible branding and some good examples of how certain key sounds were made and used, but really he spent a lot of time trying to convince me how important sounds are in life. I got kind of bored with it but made it thru to the end.

This book is alright. There are some really interesting stories that get to the heart of the topic (and keep you reading), but a lot of the book seems like self promotion for Joel's company. It could also benefit from an appendix of links where readers can go to hear the things he's talking about. I kept finding myself Googling jingles or sound effects to try to put a sound with the story. He could learn a bit from Malcolm Gladwell for how to make these kinds of topics more riveting and concise.

This book was very frustrating to read. The writer might be a good audio tech, but he doesn't know how to organize information into a logical flow. I found the writing to be a random collection of experiences and concepts, rather than one statement or idea that flows nicely into the next, and it was also somewhat repetitive. I kept reading page after page in the hopes the next chapter would improve in form. But even though the content was interesting and the descriptions brought up good

images and ideas for creating unique sound identities, I was bothered by the writing performance so much that I shelved the book halfway through. Glad this is over.

While this book has a good concept it runs on and is very dry. The author seemed to be boosting more than explaining the concept.

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