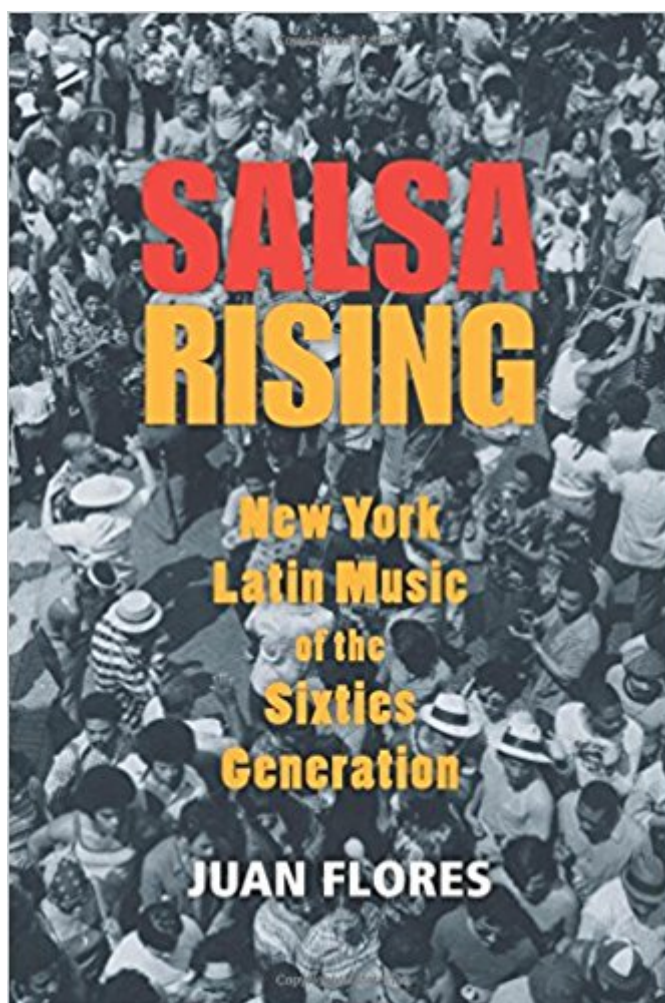


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Salsa Rising: New York Latin Music Of The Sixties Generation



Synopsis

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"[I]n this vividly narrated account he [Flores] narrows his focus from a wholesale history of so-called Latin music to a specific cultural moment in a single (albeit uniquely large and diverse) city...most illuminating."--Times Literary Supplement

"Salsa Rising is organized into six chapters, all chock full of information. A brief coda provides additional discussion of the Latino flavor in the popular music of New York. Although he focuses on salsa, the author devotes chapters to other genres of Latin music that were popular in New York during the 1960s--pachanga Alegre, boogaloo soul, the Salsoul challenges. This history of the rise of Latin music in New York City should stimulate study of the cultural experiences, social identities, and aesthetic expressions of Latino diaspora populations in other parts of the world. Written in clear, simple prose, this book is for all who are interested in the history of Latin music or the social interaction between the Latino diaspora and US citizens in the New York City of the mid-20th century." --Choice

Juan Flores is a Professor of Social and Cultural Analysis at NYU.

excellent historical review of latin music during this pre-fania period, including a critical assessment of the commercially driven fania phenomenon (rise and fall), an exposition of the essential

contribution of eddie palmieri, and a presentation of the latin soul and boogaloo phase, with an emphasis on the role of joe bataan. all this is elucidated through the music's key cultural source (as its "consumers" and main producers, i.e. musicians) the puerto rican community. engaging and stimulating.

Informative and easy reading

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