

[Free] New Kids on the Block's Hangin' Tough (33 1/3)

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Rebecca Wallwork

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Rebecca Wallwork : New Kids on the Block's Hangin' Tough (33 1/3) before purchasing it in order to gage whether or not it would be worth my time, and all praised New Kids on the Block's Hangin' Tough (33 1/3):

0 of 0 people found the following review helpful. Loved itBy Sara FeatherlinGreat book!!! Lots of interesting information and it brought back so many memories!0 of 0 people found the following review helpful. Five StarsBy CustomerPerfect addition to my on going life long NK collection!0 of 1 people found the following review helpful. Rebecca Wallwork did an excellent job at describing the fan and music cultural atmosphere ...By A. DavidsonRebecca Wallwork did an excellent job at describing the fan and music cultural atmosphere when Hanginrsquo; Tough was released in 1988. Using music reviews from the time period she explains why non-fans have artist differences of opinion with the Blockheads. Wallwork explains why Blockheads get a rush of dopamine at concerts using the research of Neuroscientists like Daniel Levitin. Wallwork either found interviews or interviewed herself many of the

people who have worked Maurice Starr and NKOTB over the last three decades.

Hangin' Tough, the second album by the New Kids on the Block, has sold more than seventeen million copies worldwide since it was released in 1988. But the album and the band have also been dismissed, derided and deemed uncool by the music establishment. Almost thirty years later, the New Kids still perform the songs from Hangin' Tough. Hundreds of thousands of grown women still flock to their concerts to hear—and go bat-shit crazy for—the songs they first heard when they were teenagers. Is this mere nostalgia or can the science of music help explain the enduring success of Hangin' Tough? What is it about this album that made it so special? Is the music any good or are there other factors at play too? Journalist and New Kids fan Rebecca Wallwork sets out to analyze the quality of Hangin' Tough with the help of music cognition experts, critics, producers and music industry pros. This is not a story about crazy fans, boy bands and truckloads of cheesy merchandise; it is an exploration of a watershed album and moment in pop culture history. It is a glimpse into the brain of not just New Kids fans, but into the minds and hearts of anyone who loves music.

“Making the case for the slick-sounding album’s place in music history seems a considerable undertaking. Yet author Wallwork presents more than enough plausible evidence about the band’s place in pop culture through research and interviews with those who worked with the boys during its heyday. She aims to explain why this album still resonates with her and the band’s mostly female audience (now in their 40s), and she tackles her subject on multiple fronts: the science, particularly the psychology, of why music from people’s teen years sticks with them well into adulthood; the genius of the band’s creator, Maurice Starr, who was also responsible for its music; and the personalities, talents, and musical influences of the five band members. In some ways, this book is not so much a band biography or album history as it is a story about fandom. Even elitist rock fans who don’t remember the New Kids fondly will find that Wallwork’s work may crack their hard, cynical shells.” — Kirkus

“With this book, Wallwork isn't trying to convince readers to like New Kids on the Block. Rather she just wants to understand her own fandom. She wants to make sure she's not looking at it through the lens of nostalgia, something everyone has questioned at least once with something they remember fondly. Hangin' Tough will remind fans why they love NKOTB and will make others think differently about the group.” — Examiner

“What makes Wallwork’s book so great is that you can use it to understand how YOU fell in love with that band; from your teenaged years, and why you can’t let them go, no matter how you think your tastes have changed. Wallwork refused to apologize for her fandom, and instead invited you along to understand why you feel the way you do about your version of New Kids on the Block.” — Bearded Gentlemen Music

About the Author
Rebecca Wallwork is a writer and content director based in Miami Beach.