

[Free read ebook] Variety: An Illustrated History of the World from the Most Important Magazine in Hollywood

# Variety: An Illustrated History of the World from the Most Important Magazine in Hollywood

Tim Gray

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#2314293 in Books Rizzoli 2012-10-23 2012-10-23 Original language:English PDF # 1 12.30 x 1.26 x 9.341, 4.80 #File Name: 0847838803320 pages | File size: 65.Mb

**Tim Gray : Variety: An Illustrated History of the World from the Most Important Magazine in Hollywood** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Variety: An Illustrated History of the World from the Most Important Magazine in Hollywood:

4 of 5 people found the following review helpful. DisappointedBy Kim10024I love Variety! Its style of reporting is unique and irreverent. Therefore I was extremely disappointed with this compilation, I had expected real time pages of how the news was reported. Yes, there is some of that, but not even full stories. Instead lots of glossy photos and filler material. Plus, this book was very cheaply made, the binding is terrible and it is hard to fully open the book

without breaking the spine. Definitely not worth the price. 5 of 6 people found the following review helpful. one big NIX for Rizzoli By Ms. Consumer A complete disappointment on many levels. This book appears to have been jumbled together and printed before anyone with any publishing experience actually looked at it. No editing was done that I can see. There are relatively few full pages, and as the previous reviewer mentioned, much filler -- photographs of celebrities from various photo agencies that have little or no relevance to the text. But it gets worse: No one checked that the names in the captions for the photographs actually are the names of the individuals presented. For example, Marlene Dietrich is identified as Greta Garbo, Sarah Bernhardt is identified as Theda Bara, Mae Marsh is identified as Lillian Gish, etc. Additionally, many people are just ridiculed with sophomoric captions and not identified at all. The selection of Variety pages was clearly done by someone who knows very little about cultural, media, or entertainment history. There are no dates given for clippings, such as the one for Bette Davis' ad when she was looking for work, and instead of giving us some iconic front pages, like the Sticks Nix Hicks Pics one from July 17, 1935, we are presented with an undated page depicting a woman in a bikini with the caption: "Read the page just for the articles." I cannot believe that a publishing house like Rizzoli would publish a book so poorly planned and organized, and that no one noticed mis-spelled names and mis-attributed photographs. If the editor does not know that Fred Astaire is not spelled ASTAIR, they should be editing something else. I would think that Martin Scorsese, who wrote the foreword to this book is very embarrassed to have lent his name to such an unprofessional endeavor.

An illuminating view of the world as seen through the tinted lens of Hollywood's most important chronicler of entertainment news and show business. Variety is not only a fascinating look at the history of entertainment as reported by the world's most highly regarded commentator of show business news, it is also a history of American popular culture and a record of the influence and confluence of art, life, and Hollywood. Illustrated with hundreds of front pages, its articles chronicle everything from Debbie Reynolds's opinions of 1960s youth to how Steven Spielberg and Jaws transformed the movie business. With new and archival photographs spanning Variety's more-than-century-old archives, the book includes exclusive essays by a host of well-regarded artists about what Variety means to them, how Variety has impacted the entertainment industry, and what they felt like the first time they saw their names in Variety's pages. Variety is a decade-by-decade documentation of such pivotal moments as the audiences move from vaudeville houses to movie theaters, censorship, how Lucy and Desi changed the face of television, Walter Cronkite's shaping of America's view of the Vietnam War, the birth of the summer blockbuster, the game-changing technology of Jurassic Park and Avatar, and how the movies, television, and theater reflect society's ever-changing social values and mores. The perfect gift for anyone who loves Hollywood, Variety is also a never-before-available look at the premier source of entertainment reporting.

"Showbiz makes up a huge portion of what has become our pop culture and daily lives, and reviewing the last century via the images and articles reproduced from Variety's pages, with lots of commentary, compiled here by decade, is fascinating." ~ModernTonic.com "...not only a fascinating look at the history of entertainment as reported by the world's most highly regarded commentator of show business news, it is also a history of American popular culture and a record of the influence and confluence of art, life, and Hollywood. Illustrated with hundreds of front pages, its articles chronicle everything from Debbie Reynolds's opinions of 1960s youth to how Steven Spielberg and Jaws transformed the movie business." ~Paolo Alto Weekly "This delectable volume will enchant anyone with even a passing interest in motion-picture history" ~The Sunday Star "...this is my favorite history book and my favorite book about media that was published in 2012. And by media I mean everything: its about radio, TV, movies, print journalism, home video, you name it. The mix of terrific vintage photos and ads with expertly curated primary source texts (letters, obituaries) is highly addictive and in fact if you actually teach media or pop culture you'll find lesson ideas on nearly every page." ~Peter Gutierrez, School Library Journal "Yes, Variety is a publication that holds up a mirror to Hollywood. But this book proves that its also a living history of just how much Hollywood has come to reflect us all." ~MetroSource About the Author Tim Gray is the editor-in-chief of Variety. Brian Gott is the magazines publisher.