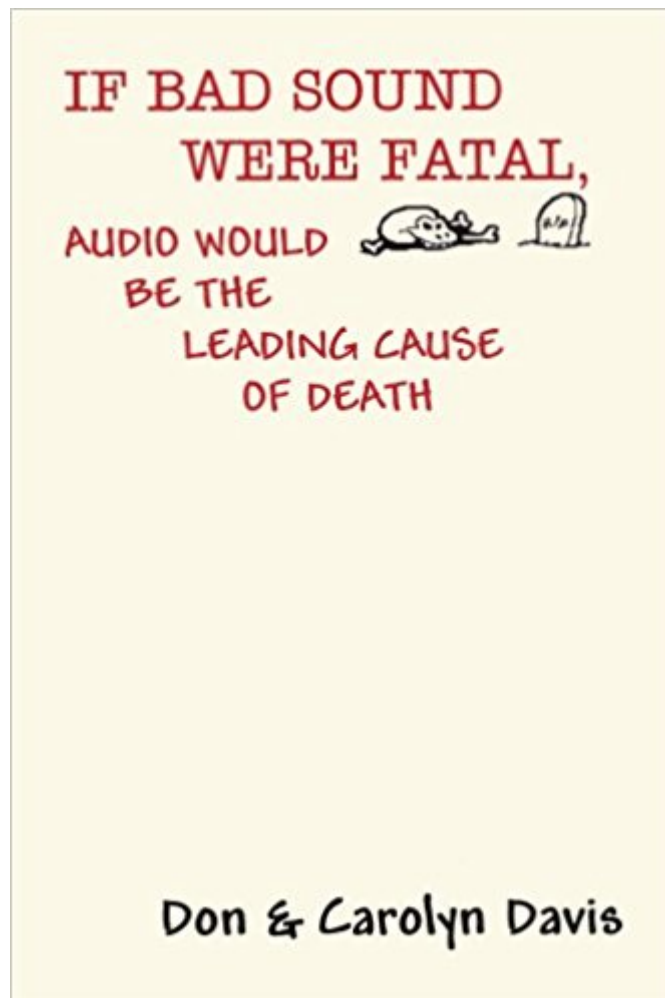




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IF BAD SOUND WERE FATAL, AUDIO WOULD BE THE LEADING CAUSE OF DEATH



Synopsis

If Bad Sound Were Fatal, AudioWould be the Leading Cause of Death is about the "mind set" surrounding the most successful education idea in the audio industry, started by Don & Carolyn Davis, the founders of Synergetic Audio Concepts. Taken from over twenty years of Syn-Aud-Con Newsletters, If Bad Sound Were Fatal-- is the non technical side of what was shared world-wide with thousands of Syn-Aud-Con "grads." It is a look at what inspired, thrilled, educated, re-directed, and entertained those on the journey to professionalism in audio and acoustics. It is what the Davises found interesting, both in their own experiences and in the experiences of their grads. Liberally annotated with 2003 comments on the original articles, it reveals the humorous, the travel experiences, philosophy, management mishaps, mistakes and myths, and is a cornucopia of shared synergetic insights on everything from audio to xylophones. There is a heavy dose of history of audio giants, many of whom the Davises knew personally, and the explosion of audio knowledge moving the audio industry out of the 1920s into the 21st century. The majority of the book can serve as an "ink blot" of diverse individuals who shared what amused, entertained and informed them. If you approach this book logically, you're doomed to failure. It is an extreme case of "free association" reminiscences.

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Customer Reviews

Don & Carolyn Davis form a unique husband and wife team working in audio, starting in 1951 with The Golden Ear in Lafayette, IN, selling eclectic high fidelity equipment. Don was Paul Klipsch's President in charge of Vice in the late 50s, and worked for Altec Lansing from 1959 until 1972 where

he was co-inventor of 1/3-octave equalization. The Davises founded Synergetic AudioConcepts in 1973 in response to the growing need in the audio industry for training in the fundamentals of sound reinforcement. Their work in equalization, speech intelligibility and recording technologies provided the backbone for developing training seminars and workshops. Don has authored three books, *Acoustical Tests and Measurements* in 1965, *How to Build Speaker Enclosures* in 1968, co-authored with Alex Badmaieff, which has sold over 200,000 copies, and *Sound System Engineering*, co-authored with his wife, Carolyn, in 1975. They are working on the 3rd edition with co-author, Dr. Eugene Patronis. The authors of this book, after enduring really poor sound quality at a meeting of a professional audio society, uttered in frustration, "If bad sound were fatal, audio would be the leading cause of death." They have spent their professional careers writing and lecturing on sound system engineering. The audio industry has generously recognized their efforts as instrumental in the better sound quality we enjoy today. Don & Carolyn are both Fellows of the Audio Engineering Society and have received many awards in the audio industry. In the process of communicating with the grads of their seminars on audio and acoustics, a quarterly Newsletter was established. Most of the Newsletter was technical in nature, but also contained the evolving mindset that bonded teachers and grads into something not originally expected - a fraternity of people dedicated to changing an industry. These excerpts from the Syn-Aud-Con Newsletters, annotated in 2003, go back to the beginning of these changes in the industry up to the Davises' retirement.

If you're a sound professional, this is a classic. Great stories about the "old days" and how the industry and technology evolved. It's really a very funny book.

awesome book for non-technical people

"If Bad Sound Were Fatal, Audio Would Be the Leading Cause of Death" is a delightfully entertaining and informative book with photos and graphics. The book does not have even one equation in it! Don and Carolyn started their career in audio in 1951 with the "Golden Ear" hi-fi store. Don worked with Paul Klipsch and was Vice President of Marketing at Altec Lansing. He was co-inventor of 1/3 octave equalization which is the standard for sound system equalization today. They founded Synergetic Audio Concepts (Syn-Aud-Con) in 1973 and over the years have taught thousands of people in the audio field. Through the years they met and worked with many of the audio greats of this century. There is a chapter called "Don and Carolyn" which they tell about their experiences in watching the audio field grow. Of course any book written by Don and Carolyn Davis

wouldn't be complete without stories about their many travels into Russia, Japan, Europe, Australia, and more, their pets, the joys of country living, firearms and, of course, humor. One of my favorite cartoons is of a man with a big smile on his face walking into the office of "Alfonso Construction" with a set of plans under his arm and saying "They took our low bid for that tower at Pisa". "If Bad Sound Were Fatal, Audio Would Be the Leading Cause of Death" is a book that should be on the desk or in the bookcase of every person that is interested in audio. I highly recommend it.

"If Bad Sound Were Fatal" delivers a fascinating and often hilarious ride through the lives of Don and Carolyn Davis, creators of Synergetic Audio Concepts (Syn-Aud-Con), the independent audio educational program that has benefited thousands since its founding more than 32 years ago. The Davises are also co-authors of the seminal text "Sound System Engineering," nearing its third edition release and a technical "go to" resource for generations of audio professionals. ("Sound System Engineering" is available here on [.](#)) Much of "If Bad Sound Were Fatal" expounds upon the non-technical side of what is shared by Syn-Aud-Con grads, and it offers fascinating anecdotes, projects, theories and communication. There is also a heavy dose of the history of the audio giants, many of whom the Davises knew/know personally during their 50-plus years (and still counting) in the industry. Audio professionals: Want to understand how we find ourselves here? Want to understand what's come before and therefore, what's down the road? Want to read about two lives that are more well-lived - both inside and outside of the industry - than any fiction writer could possibly concoct? All you have to do is read the book

"If Bad Sound Were Fatal, Audio Would Be The Leading Cause Of Death" is easy reading and will fast rewind you through years of audio advancements. This book is about sharing. Don and Carolyn Davis are very tall giants in the world of audio. They founded Syn-Aud-Con thirty years ago. They have spent their lives sharing everything with others while authoring four books. They have shared their wealth of knowledge with students, friends, and colleagues from all over the world. They have shared their family, their friends, their farm, their homes, their pets, their joys, and their love of life in this book. If Bad Sound Were Fatal.... is non-technical and is taken from twenty-five years of their Newsletters, enhanced with current comments and humor. They reveal what it is like to be on-the-road for more than twenty-five years with students, friends, and other audio giants.

This book is a real gem. Don and Carolyn are the true titans of the audio, and their venture of fostering synergy throughout the industry made them the magnet for any serious audio professional

or amateur. In an industry that is but a few career spans in duration, this compilation of anecdotes, curiosities, personalities, and science provides a vital insight to this industry's cultural roots. The reader will go from "Cool!", to "Hey, I never knew that!", to a deep, silent ponder. For three decades, I never stopped learning from them.

this wonderful book will appeal to anybody who understands the title. the authors of Sound System Engineering, one of the most concise technical manuals on the subject, and founders of Synergetic Audio Concepts, have put together memoirs, anecdotes, philosophies and historical references from their involvement in research, development, consultation and education within the audio industry. i have found this book to be funny, rewarding, inspirational and insightful, and i am only three quarters of the way through it.

What a delight to read about people with a passion for audio that seems to consume them and to learn they also love other activities! In our minds the heroes of audio are often placed on high pedestals and viewed as doing only audio. Through the stories in this book we see a fascinatingly different part of their lives. A must read for anyone interested in Heroes of the Audio Industry.

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