

New piano buyer's guide focuses on matching piano to pianist

Professional pianist and piano-industry expert Ben Klinger helps buyers discover the right pianos for their personalities and needs in “Why We Play: A Guide to Finding the Right Piano”

KENT, Wash. – In “Why We Play: A Guide to Finding the Right Piano” (ISBN 1475256574), Ben Klinger draws on his extensive experience as a piano-industry veteran and professional pianist to point consumers to the right pianos for their needs and goals. While most guides to piano buying focus on rating specific brands, Klinger’s guide is different. “Why We Play” focuses on the buyers’ commitment to playing and helps them choose the right pianos to foster consistent inspiration and practice.

Klinger writes his guide during an age of widespread decline in piano playing. The author says that our loss of exposure to pianos has caused most buyers to underestimate the positive impact the piano itself will have on the playing experience. So consumers often opt for the least expensive piano without considering what other options could lead to a more fulfilling and consistent playing experience. “Why We Play” offers advice on how to shop, whom to consult, what other factors to consider and how to keep the mind focused on the goal of the purchase, which is to inspire piano playing.

Written in a casual but engaging tone, “Why We Play” is a buyer’s guide that focuses on the value of personally connecting to a specific piano during the buying process. It will interest prospective piano buyers and piano teachers who hope to make useful recommendations to their students. Beyond its tips and technical points, Klinger’s book will help readers understand the joy and pleasure of playing the piano and understand how these qualities can drive a more gratifying and successful buying experience.

“Why We Play: A Guide to Finding the Right Piano” is available for sale online at Amazon.com and other channels.

About the Author:

Ben Klinger graduated magna cum laude from Berklee College of Music in Boston. After playing professionally and teaching piano for several years in Boston, he entered the piano retail business in 1996. He has worked for several piano dealerships and represented most manufacturers over the years. He currently lives in the Seattle area with his wife and two sons.

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