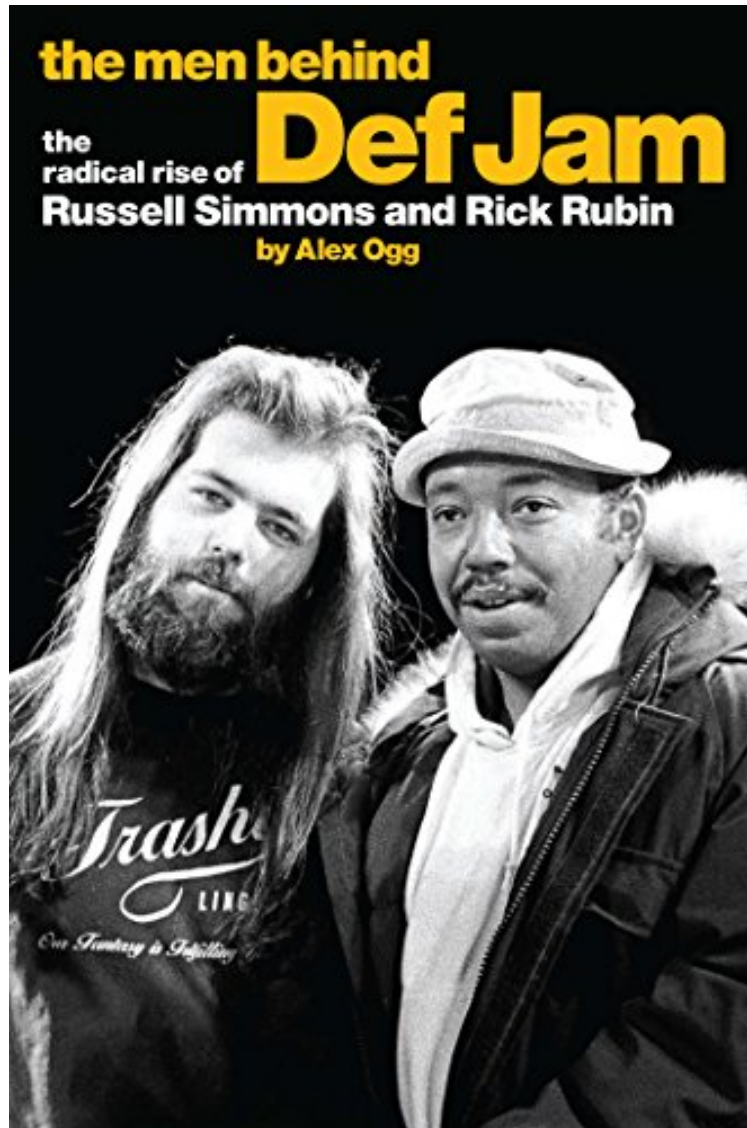


(Get free) The Men Behind Def Jam: The Radical Rise of Russell Simmons and Rick Rubin

The Men Behind Def Jam: The Radical Rise of Russell Simmons and Rick Rubin

Alex Ogg

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Alex Ogg : The Men Behind Def Jam: The Radical Rise of Russell Simmons and Rick Rubin before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Men Behind Def Jam: The Radical Rise of Russell Simmons and Rick Rubin:

0 of 0 people found the following review helpful. Very InterestingBy misscoconutsI love reading about how people make their own way to success and this book didn't disappoint.0 of 0 people found the following review helpful. Five StarsBy PaleolithNickThis was a gift and the recipient loved it!1 of 2 people found the following review helpful. I had

high expectations, and they were all met. By trixacola I've been a fan of Alex Ogg's works for a while, and have had a hard time finding a hard copy of this book. Luckily, I received a kindle in early January and was able to download and read it! I found this book to be a detailed biography of the Def Jam label, as well as Rick Rubin and Russel Simmons. It contained information that I have not come across before (I've been a music-magazine glutton of publications worldwide for quite some time). Ogg's writing style is friendly to both academics and the average joe picking up the book from their looking indie bookshop. His own personality shines through, with his occasional opinion made clear in a non-confrontational manner which leaves me with a knowing smile on my face. I'm looking forward to reading more of Ogg's works! My only criticism is that an extra chapter written in more recent years would be appreciated, especially looking at the murder of Jam Master Jay and how it impacted Simmons and/or Def Jam.

The Def Jam label gave America hip hop. But who gave America Def Jam? Russell Simmons and Rick Rubin did. *The Men Behind Def Jam* examines the most unlikely history of the legendary label that started life in a student dorm and went on to introduce the world to LL Cool J, the Beastie Boys, Public Enemy, DMX and Jay-Z. Hustler-incarnate Russell Simmons and ex-punk Rick Rubin, the odd couple, fought and triumphed against all predictions to change the course of popular music forever. Here is an honest appraisal of these rival personalities, the quarrels, the successes and the failures of the spectacular Def Jam adventure. With Rubin and Simmons now pursuing other interests, the label continues with others at the helm, but the story of Def Jam's birth and coming of age makes for one of pop music's most feisty and fascinating legends.

'A detailed and rather unofficial cheeky unofficial history.' Q 'A comprehensive account of how two unlikely business partners - streetwise entrepreneur Russell Simmons and bearded AC/DC fan Rick Rubin - changed the face of music...Pleasingly, author Alex Ogg embellishes the story with bitchy tales of backbiting and much moneymaking as well...Thoroughly readable and often highly revealing, this book deftly highlights the fractious nature of music industry relationships...Ultimately, Rubin comes across as a music fan, while Simmons appears as a rather confused figure...a compelling saga.' KERRANG 'A perfect primer for anyone who doesn't know why rap is the most important musical movement of the past 25 years...it's a blast from page one.' MOJO About the Author Alex Ogg is the author of the *Hip Hop Years*, as well as a consultant on the Channel 4 TV series of the same name. He has written numerous music books, magazine and newspaper articles and is specialist hip hop contributor to several encyclopedias.