

(Mobile book) The Next Next Level: A Story of Rap, Friendship, and Almost Giving Up

The Next Next Level: A Story of Rap, Friendship, and Almost Giving Up

Leon Neyfakh

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Leon Neyfakh : The Next Next Level: A Story of Rap, Friendship, and Almost Giving Up before purchasing it in order to gage whether or not it would be worth my time, and all praised The Next Next Level: A Story of Rap, Friendship, and Almost Giving Up:

In the tradition of Carl Wilson's 's Lets's Talk About Love, an unforgettable account of fame, fandom, and the

problem of making art in the twenty-first century In his multi-hyphenate ambitions, the musician who calls himself Juiceboxxx couldn't be more moderndash;you might call him a punk rock-rapper-DJ-record executive-energy drink-magnate. Journalist Leon Neyfakh has been something more than a fan of Juiceboxxx's since he was a teenager, when he booked a show for the artist in a church basement in his hometown of Oak Park, Illinois. Juiceboxxx went on to the tireless, lonely, possibly hopeless pursuit of success on his own termsdash;no club was too dank, no futon too grubby, if it helped him get to the next, next level. And, for years, Neyfakh remained haunted from afar: was art really worth all the sacrifices? If it was, how did you know yoursquod made it? And what was the difference, anyway, between a person like Juiceboxxxdash;who devoted his life to being an artistdash;and a person like Neyfakh, who elected instead to pursue a stable career and a comfortable, middle-class existence? Much more than a brilliant portrait of a charismatic musician always on the verge of something big, *The Next Next Level* is a wholly contemporary story of art, obsession, fame, ambition, and friendshipdash;as well as viral videos, rap-rock, and the particulars of life on the margins of culture.From the Trade Paperback edition.