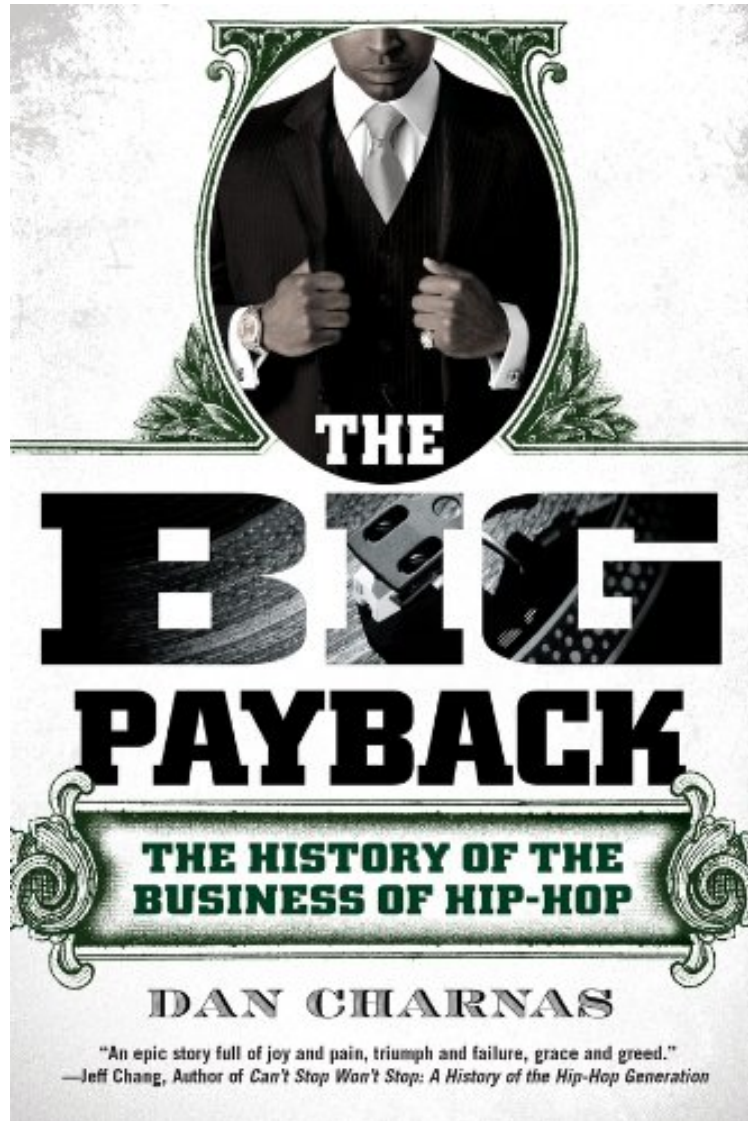


The Big Payback: The History of the Business of Hip-Hop

Dan Charnas

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Dan Charnas : The Big Payback: The History of the Business of Hip-Hop before purchasing it in order to gage whether or not it would be worth my time, and all praised The Big Payback: The History of the Business of Hip-Hop:

20 of 20 people found the following review helpful. Dolla Dolla Bill Y'all. Great look at the history of Hip-Hop bizBy re elWhat "Hit and Run" did for exposing rock music, "Country Music, USA" dissected for Country Music and "Three Blind Mice" examined in Television, "The Big Payback" does for hip-hop. Almost every book on hip-hop has been overly academic, a cash-in or hagiography of the stars. Nobody has touched the nexus of commerce, culture (in particular race) and history in such a suspenseful narrative as "The Big Payback." Primarily, especially for those of us who grew up with hip-hop, this book opens the doors of what lay behind the music without the hype. And, it is more

than just "Mo, Money, Mo' Problems." In particular, the historical roots of the music on the streets of Harlem add The Bronx. I found it impossible to put down. I only wish that the electronic version might have contained a soundtrack or maybe a video to punctuate the text. 13 of 13 people found the following review helpful. Hip-Hop's Business Bible By Zack O. Greenburg "The man who invented American money lived and died in Harlem." Thus begins *The Big Payback*, a tour-de-force of a book that details the rise of rap music from the burned-out blocks of the South Bronx in the 1970s to the top of the international mainstream music world today. Tracking more than 30 years of hip-hop's history, it gives readers a peek at the origins of all the major players in the genre today—and the pioneers on whose shoulders they stand. This sweeping narrative reminds readers that hip-hop has merged with mainstream popular music despite the naysayers who, even today, write it off as a passing fad. One need look no further than the obscure DJs spinning in sweaty South Bronx clubs in the book's early chapters to the rap stars starting their own companies by the book's end to realize how far hip-hop has come, and where it may yet go. In a year that has seen plenty of hip-hop books, *The Big Payback* stands out as a must-read for any fan (or even any detractor) of the genre. 0 of 0 people found the following review helpful. Great book showcasing the recorded history of the biz of hip hop By Customer Very well put together no unbiased book on the history of hip hop from. Business standpoint. There is a saying "follow the money", its true that here there is money to be made, there is motivation, no behind every motive there is someone's story. The stories of some of the greats in hip hop re told just by virtue of connecting the dot don the money path. I lost have a bigger respect for the RZA, Chris Lighty, and Darryl Cobbin. Awesome read!

ldquo;There has never been a better book about hip-hophellip;a record-biz portrait that jumps off the page.rdquo;mdash;A. V. Club THE INSPIRATION FOR THE VH1 SERIES THE BREAKS The *Big Payback* takes readers from the first \$15 made by a ldquo;rapping DJrdquo; in 1970s New York to the multi-million-dollar sales of the Phat Farm and Roc-a-Wear clothing companies in 2004 and 2007. On this four-decade-long journey from the studios where the first rap records were made to the boardrooms where the big deals were inked, *The Big Payback* tallies the list of who lost and who won. Read the secret histories of the early long-shot successes of Sugar Hill Records and Grandmaster Flash, Run DMC's crossover breakthrough on MTV, the marketing of gangsta rap, and the rise of artist/ entrepreneurs like Jay-Z and Sean ldquo;Diddyrdquo; Combs. 300 industry giants like Def Jam founders Rick Rubin and Russell Simmons gave their stories to renowned hip-hop journalist Dan Charnas, who provides a compelling, never-before-seen, myth-debunking view into the victories, defeats, corporate clashes, and street battles along the 40-year road to hip-hop's dominance. INCLUDES PHOTOGRAPHS

From Publishers Weekly Starred . Charnas tells the story of hip-hop in this stylish, lavishly detailed love letter to the genre and industry. He follows the money and oelig;the relationship between artist and merchantmdash;who, in hip-hop, are often one and the same from hip-hoptrade;s early days as a oelig;marginal urban subculture in Harlem of the late 1960s to its insinuation intomdash;and eventual domination ofmdash;mainstream popular music. Charnas makes an elegant case for how hip-hop is the consummate American art form, one that reflects American society in all its volubility and violencemdash;as well as possessing the power to alter it. In its promise of economic security and creative control for black artist-entrepreneurs, it is the culmination of the dreams of black nationalists and civil rights leaders. Charnas spent seven years working for Rick Rubin, famed producer and cofounder of Def Jam Records, and writes with the authority of an insider, the passion of a fan, and the cool eye of someone who has maneuvered through the day-to-day working of the business. Nuanced treatment of the impresarios behind signature sounds and recording empires, and brisk, dramatic vignettes, give this history of a leaderless revolution impressive momentum. (Jan.) (c) Copyright PWxyz, LLC. All rights reserved. ldquo;Pulitzer-level reporting.rdquo;mdash;Spinldquo;A classic of music business dirt-digging as well as a kind of pulp epic.rdquo;mdash;Rolling Stone (4-star review) ldquo;As gripping and dense as a prime Jay-Z rhyme...Charnas has done a real service to pop history.rdquo;mdash;New York Daily Newsldquo;Detailed and colorfuhellip;a must-read for fans of the music industry.rdquo;mdash;Los Angeles Timesldquo;The rap tome you have to read...The *Big Payback* focuses not on the beefs you know but on the back-room battles you donrsquo;t.rdquo;mdash;Detailsldquo;[An] exhaustive, engrossing history of the genre.rdquo;mdash;Entertainment Weekly ldquo;In a year that has seen plenty of hip-hop books, *The Big Payback* stands out as a must-read for any fanmdash;or detractormdash;of the genre.rdquo;mdash;Forbes ldquo;One of the juiciest, flat-out most enjoyable books Irsquo;ve read in a long time.rdquo;mdash;The Atlantic nbsp; ldquo;Epic.rdquo;mdash;The Village Voiceldquo;[A] stylish, lavishly detailed love letter to the genre and industry...Charnas makes an elegant case for how hip-hop is the consummate art form.rdquo;mdash;Publishers Weekly (starred review)ldquo;The riveting dialogue culled from more than 300 interviews makes it seem as if Charnas was in the room for every deal that ever went down in hip-hop, and sometimes he was.rdquo;mdash;Austin Chronicleldquo;Dan Charnas captures an epic story full of joy and pain, triumph and failure, grace and greed with the skills of a journalist, the wisdom of an insider, and the passion of a microphone fiend. Call *The Big Payback* a hip-hop version of David Halberstam's *The Reckoning*.rdquo;mdash;Jeff Chang, author, *Can't Stop Won't Stop: A History of the Hip-Hop Generation* ldquo;With an insider's connections and an outsider's perspective, Dan Charnas has written

the otherwise untold story of the business of hip-hop. His cast of characters—producers, agents, label executives, talent scouts—is every bit as compelling and dramatic as the musicians themselves.”—Samuel G. Freedman, New York Times columnist and author of *Upon This Rock, Who She Was, and Jew vs. Jew* “The Big Payback is a stunning achievement. Not only does it manage to pack in countless unprecedented anecdotes about hip-hop that you can't find anywhere else, the read is effortlessly smooth.”—Cheo H. Coker, co-screenwriter of *Notorious* and author of *Unbelievable: The Life, Death, and Afterlife of the Notorious B.I.G.* “Dan Charnas brings a fan's devotion, an industry insider's savvy, and a reporter's unblinking eye to chronicling a cultural revolution that is as contradictory and complex as the country that produced it. Payback is a bitch.”—Fred Goodman, author of *Fortune's Fool* and *The Mansion on the Hill* About the Author Dan Charnas, a veteran of the hip-hop music business, began his career scouting talent and promoting records for seminal rap label Profile Records and for Rick Rubin's Def American Recordings. He penned some of the first cover stories for *The Source* magazine and was part of a generation of young writers who helped create hip-hop journalism. His writing has appeared in the *Washington Post*, the *New York Press*, and the *Village Voice*. He also worked as a segment producer for MTV's *The Lyricist Lounge Show*. Charnas holds a master's degree from the Columbia Graduate School of Journalism and was awarded a Pulitzer fellowship. He was born and lives in New York City.