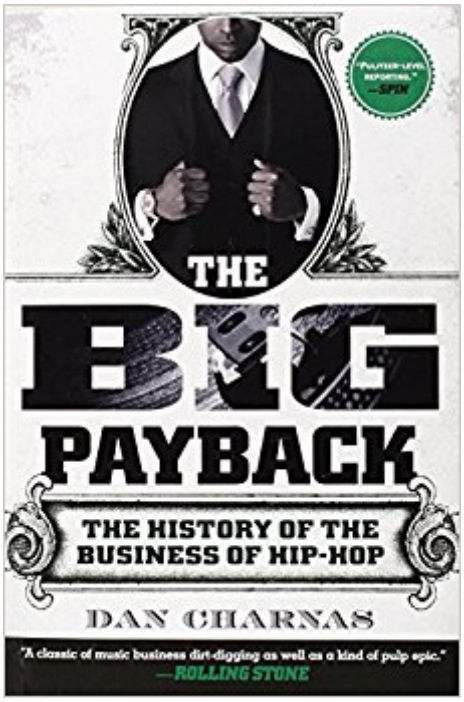
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The Big Payback: The History Of The Business Of Hip-Hop



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Synopsis

Ã¢â ¬Å“There has never been a better book about hip-hopÃ¢â ¬Â¦a record-biz portrait that jumps off the page.Ã¢â ¬Â•Ã¢â ¬â •A.V. ClubTHE INSPIRATION FOR THE VH1 SERIES THE BREAKSThe Big Payback takes readers from the first $15 made by a Ã¢â ¬Å“rapping DJÃ¢â ¬Â• 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 Ã¢â ¬Å“DiddyÃ¢â ¬Â• 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

Book Information

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Customer Reviews

Starred Review. Charnas tells the story of hip-hop in this stylish, lavishly detailed love letter to the genre and industry. He follows the money and Ã…â œthe relationship between artist and merchantÃ¢â ¬â •who, in hip-hop, are often one and the same from hip-hopÃ¢â Â¢s early days as a Ã…â œmarginal urban subculture in Harlem of the late 1960s to its insinuation

intoÃ¢â ¬â •and eventual domination ofÃ¢â ¬â •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 violenceÃ¢â ¬â •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. --This text refers to the Hardcover edition.

Ã¢â ¬Å“Pulitzer-level reporting.Ã¢â ¬Â•Ã¢â ¬â •SpinÃ¢â ¬Å“A classic of music business dirt-digging as well as a kind of pulp epic.Ã¢â ¬Â•Ã¢â ¬â •Rolling Stone (4-star review) Ã¢â ¬Å“As gripping and dense as a prime Jay-Z rhyme...Charnas has done a real service to pop history.Ã¢â ¬Â•Ã¢â ¬â •New York Daily NewsÃ¢â ¬Å“Detailed and colorfulÃ¢â ¬Â¦a must-read for fans of the music industry.Ã¢â ¬Â•Ã¢â ¬â •Los Angeles TimesÃ¢â ¬Å“The rap tome you have to read...The Big Payback focuses not on the beefs you know but on the back-room battles you donÃ¢â ¬â„¢t.Ã¢â ¬Â•Ã¢â ¬â •DetailsÃ¢â ¬Å“[An] exhaustive, engrossing history of the genre.Ã¢â ¬Â•Ã¢â ¬â •Entertainment Weekly Ã¢â ¬Å“In a year that has seen plenty of hip-hop books, The Big Payback stands out as a must-read for any fanÃ¢â ¬â •or detractorÃ¢â ¬â •of the genre.Ã¢â ¬Â•Ã¢â ¬â •Forbes Ã¢â ¬Å“One of the juiciest, flat-out most enjoyable books IÃ¢â ¬â„¢ve read in a long time.Ã¢â ¬Â•Ã¢â ¬â •The Atlantic Ã Â Ã¢â ¬Å“Epic.Ã¢â ¬Â•Ã¢â ¬â •The Village VoiceÃ¢â ¬Å“[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.Ã¢â ¬Â•Ã¢â ¬â •Publishers Weekly (starred review)Ã¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Austin ChronicleÃ¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Jeff Chang, author, Can’t Stop Won’t Stop: A History of the Hip-Hop Generation Ã¢â ¬Å“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 charactersÃ¢â ¬â •producers, agents, label executives, talent scoutsÃ¢â ¬â •is every bit as compelling and dramatic as the musicians themselves.Ã¢â ¬Â•Ã¢â ¬â •Samuel G. Freedman, New York Times columnist and author of Upon This Rock, Who She Was, and Jew vs. Jew Ã¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Cheo H. Coker, co-screenwriter of Notorious and author of Unbelievable: The Life, Death, and Afterlife of the Notorious B.I.G. Ã¢â ¬Å“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.Ã¢â ¬Â•Ã¢â ¬â •Fred Goodman, author of Fortune's Fool and The Mansion on the Hill

What "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.

"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.

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!

I have purchased this book no less than three times, once for myself and two others as gifts, this purchase included. As someone who grew up on this culture, I can say that not only is Dan Charnas extremely accurate with these accounts, he is extremely in-depth, and even the most "in the know" folks will learn TONS. The book is also a fun read, and a real shot in the arm for those jaded by the cynicism that comes with today’s industry as it will jog your memory to the "fun times" while also including modern day events and how artists have empowered themselves over time. Really good stuff here. Also some great accounts of the late Chris Lighty and the early days of NY street promotion and record pressing. Dan has always been among the forefront of music journalists and hip hop, and The Big Payback certainly cements his place in the pantheon of "the good guys. ABSOLUTELY worth your purchase, 100%.

A great read, I am a big hip hop fan. I like the inner working knowledge of the business. Just a very disheartening look at the music industry. Just seems like mostly all the artists are at the bottom of the pyramid.

The author did a thorough job going through the decades in this great read! I’m 45 and have been telling all my friends about this trip down memory lane but from the financial aspect they we didn’t think of back then

An engrossing, entertaining and always informative ride. Charnas is a first-rate reporter and writer, and relays fascinating insider information throughout. My only quibble is with the subtitle, because this sprawling, yet easy-to-read work is about even MORE than the "The History of the Business of Hip-Hop" - it seamlessly weaves in the musical and cultural growth of Hip-Hop as well, with all the skill of a world-class DJ.

I need 5 more general education classes to finish my Bachelor’s degree (YAY ME!) Since I can pick any 5 classes I want, one of the classes I chose was Evolution of Hip-Hop. This book is required

reading for that course. When I saw how thick this book was, I was a little upset. I love to read, but only books that interest me. I wasn't sure what to make of this book. I thought that I knew everything there was to know about the history of hip-hop but I was wrong! This book goes into details about how hip hop began, it mentions the struggles of various rap artists, and it goes into detail about record labels and their management. There was definitely a lot of research that was done in order to write this book! The Big Payback succeeded in keeping my interest the whole time I was reading the book. Great read and highly recommended!

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