



Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf

Stacy Gueraseva

Download now

[Click here](#) if your download doesn't start automatically

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf

Stacy Gueraseva

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf

Stacy Gueraseva

In the early '80s, the music industry wrote off hip-hop as a passing fad. Few could or would have predicted that the improvised raps and raw beats busting out of New York City's urban underclass would one day become a multimillion-dollar business and one of music's most lucrative genres.

Among those few were two visionaries: Russell Simmons, a young black man from Hollis, Queens, and Rick Rubin, a Jewish kid from Long Island. Though the two came from different backgrounds, their all-consuming passion for hip-hop brought them together. Soon they would revolutionize the music industry with their groundbreaking label, Def Jam Records.

Def Jam, Inc. traces the company's incredible rise from the NYU dorm room of nineteen-year-old Rubin (where LL Cool J was discovered on a demo tape) to the powerhouse it is today; from financial struggles and scandals—including The Beastie Boys's departure from the label and Rubin's and Simmons's eventual parting—to revealing anecdotes about artists like Slick Rick, Public Enemy, Foxy Brown, Jay-Z, and DMX.

Stacy Gueraseva, former editor in chief of Russell Simmons's magazine, Oneworld, had access to the biggest players on the scene, and brings you real conversations and a behind-the-scenes look from a decade—and a company—that turned the music world upside down. She takes you back to New York in the '80s, when late-night spots such as Danceteria and Nell's were burning with young, fresh rappers, and Simmons and Rubin had nothing but a hunch that they were on to something huge.

Far more than just a biography of the two men who made it happen, Def Jam, Inc. is a journey into the world of rap itself. Both an intriguing business history as well as a gritty narrative, here is the definitive book on Def Jam—a must read for any fan of hip-hop as well as all popular-culture junkies.

From the Hardcover edition.

 [Download Def Jam, Inc.: Russell Simmons, Rick Rubin, and th ...pdf](#)

 [Read Online Def Jam, Inc.: Russell Simmons, Rick Rubin, and ...pdf](#)

Download and Read Free Online Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf Stacy Gueraseva

From reader reviews:

James Brier:

This Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf book is simply not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is information inside this guide incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. This kind of Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf without we realize teach the one who reading through it become critical in thinking and analyzing. Don't become worry Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf can bring if you are and not make your carrier space or bookshelves' grow to be full because you can have it within your lovely laptop even cellphone. This Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf having excellent arrangement in word as well as layout, so you will not really feel uninterested in reading.

Danielle Rhodes:

Now a day those who Living in the era wherever everything reachable by connect to the internet and the resources included can be true or not need people to be aware of each data they get. How a lot more to be smart in obtaining any information nowadays? Of course the answer is reading a book. Looking at a book can help people out of this uncertainty Information especially this Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf book since this book offers you rich info and knowledge. Of course the data in this book hundred pct guarantees there is no doubt in it everbody knows.

William Hughes:

The book Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf has a lot of knowledge on it. So when you read this book you can get a lot of advantage. The book was authored by the very famous author. Mcdougal makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after reading this article book.

James Butler:

Are you kind of hectic person, only have 10 as well as 15 minute in your day to upgrading your mind expertise or thinking skill actually analytical thinking? Then you are having problem with the book as compared to can satisfy your short time to read it because all this time you only find e-book that need more time to be learn. Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf can be your answer given it can be read by a person who have those short extra time problems.

Download and Read Online Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf Stacy Gueraseva #NVG8L9UTIFR

Read Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva for online ebook

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva books to read online.

Online Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva ebook PDF download

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva Doc

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva Mobipocket

Def Jam, Inc.: Russell Simmons, Rick Rubin, and the Extraordinary Story of the World's Most Inf by Stacy Gueraseva EPub