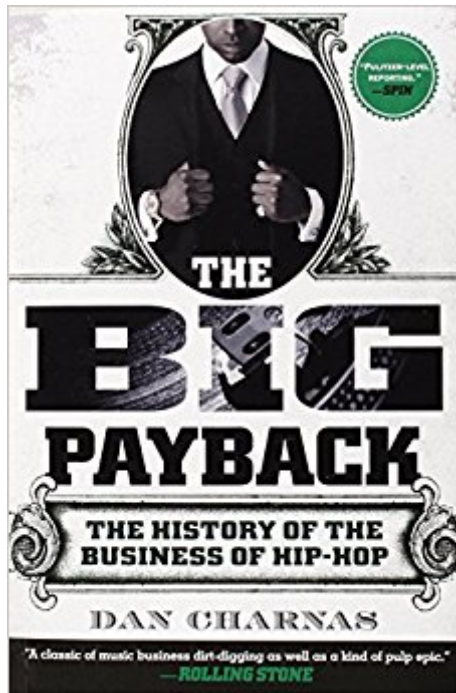


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# The Big Payback: The History Of The Business Of Hip-Hop



## Synopsis

The Big Payback takes readers from the first \$15 made by a "rapping DJ" 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 "Diddy" 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.

## Book Information

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## Customer Reviews

This book is by far the best, most in-depth report on the culture of Hip-Hop. I thought I knew it all until I read this. It answered a lot of questions I'd had about the rise as well as the demise of certain labels and players in the industry. Very impressive piece of work and I couldn't put it down. I'm one of those who discovered hip-hop through black friends and neighbors living in US military base housing overseas way back in 1982, at the age of nine. Like everyone else you ask: Once you heard it back then, you couldn't put it down and you just had to have more of it. Moving back stateside and into the civilian world, I became that white kid in a predominantly white school system

in the 80's and early 90's who listened to anything on the Tommy Boy and Def Jam labels, Eric B & Rakim, BDP, Doug E. Fresh, and all the OTHER tracks on 'License To Ill', 'Raising Hell' and the other joints that went 'mainstream'. The other few in my circle got into mix tapes, collecting vinyl 12" records and using a shortwave radio to try and tune in to DJ Red Alert and other NYC DJ's on Saturday nights. Being into Hip-Hop in the 80's was the best. When you met others who were into it, there was like an unwritten bond; you were part of a club. This was before 'gangsta rap' turned every other idiot into a wannabe thug, and also before Hammer and that fraud Vanilla Ice did their business. In relation to this book, I worked as the account manager for the MAGIC show in Las Vegas, running the off-the-wall 'Streetwear' section from 1998-2004. I handled the accounts of FUBU, Phat Farm, Sean John, Damani Dada, Wu Wear and watched Rocawear go from a 200 square foot booth to an 1800 square foot space from one show to the other.

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