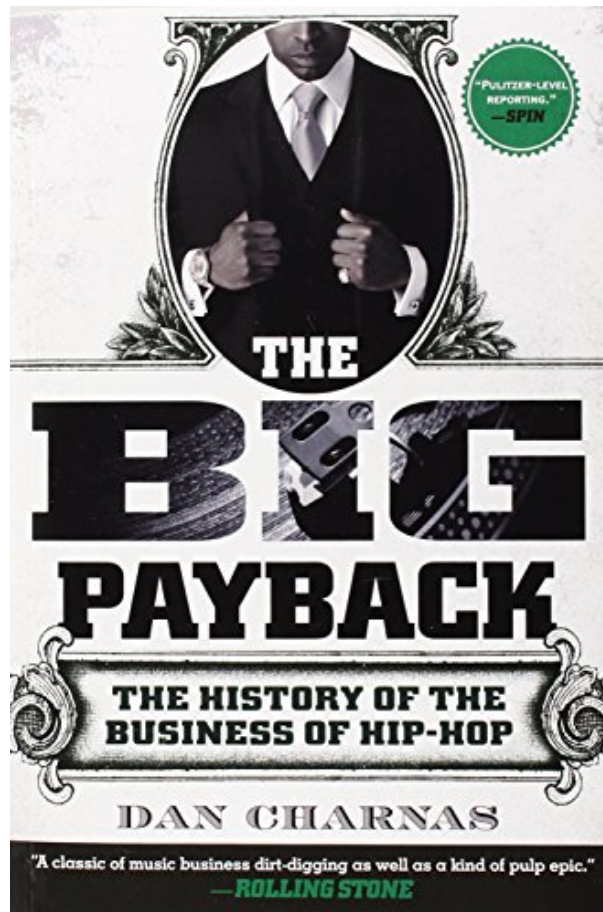
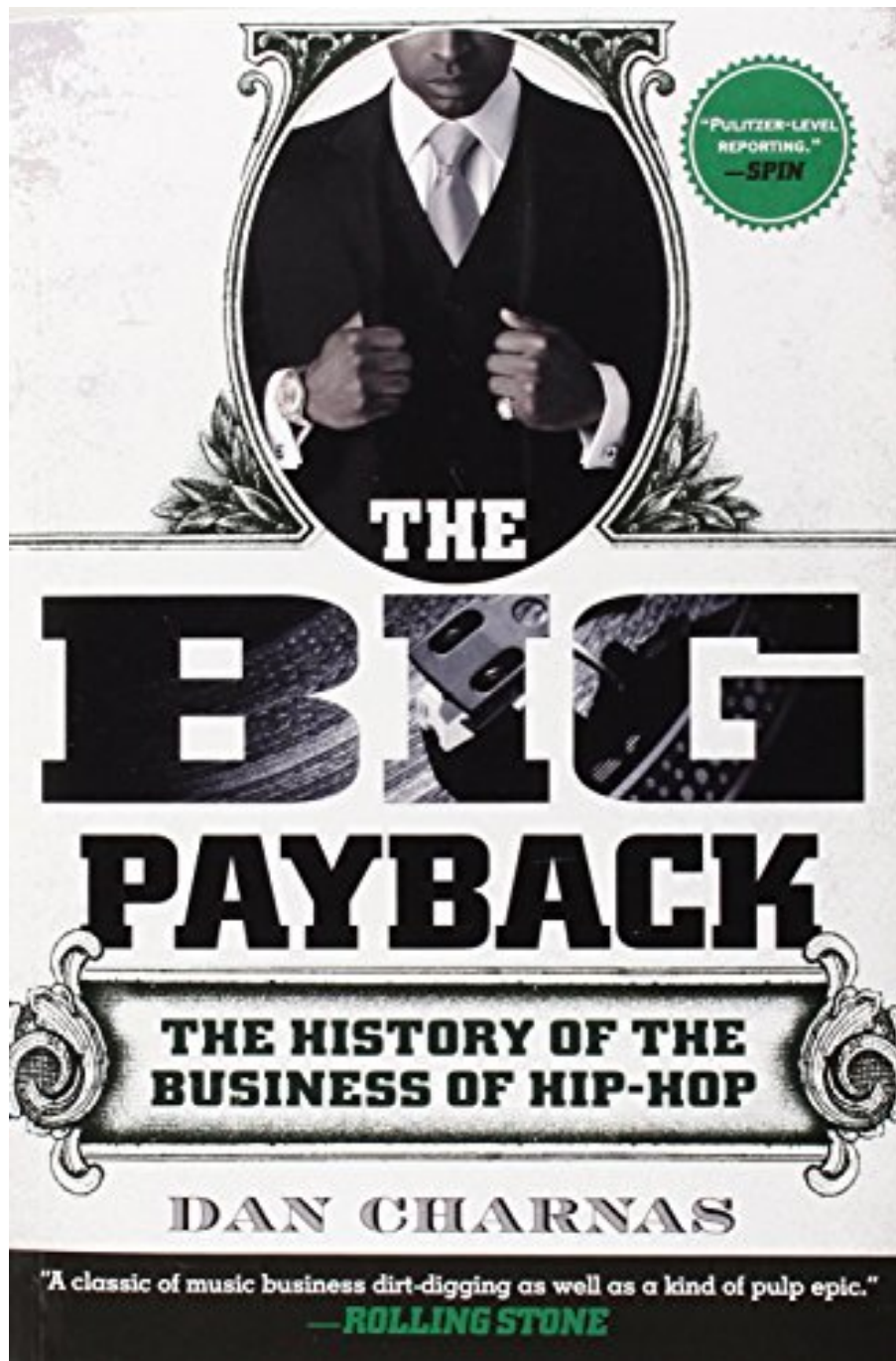


# THE BIG PAYBACK: THE HISTORY OF THE BUSINESS OF HIP-HOP BY DAN CHARNAS



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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.

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- Published on: 2011-11-01
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- Original language: English
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- Dimensions: 9.00" h x 1.44" w x 5.97" l, 1.43 pounds
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- 688 pages

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#### Most helpful customer reviews

20 of 20 people found the following review helpful.

Dolla Dolla Bill Y'all. Great look at the history of Hip-Hop biz

By re el

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.

23 of 25 people found the following review helpful.

Number One Hip Hop Fan

By Kevin A. Mitchell

This book is the most detailed and real to life accounting of the business of music ever written. Details are provided about the "behind the scenes" activity of how the hip-hop business grew into a billion dollar business. The book is vivid and informative to anyone aspiring to pursue a career in the music business. The author Dan Charnas' account is second to none and a must read for any fan of entertainment. Nothing like this exists to my knowledge. It provides the process of the development of an American art form that has transcended from the streets of the Bronx to the shores of Tivalu. Hip-hop music transformed life and culture in the 20th and 21st century and its fair to say it affected the election of an American president. I haven't put it down since I picked it up. Go grab this asap!!!

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.

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