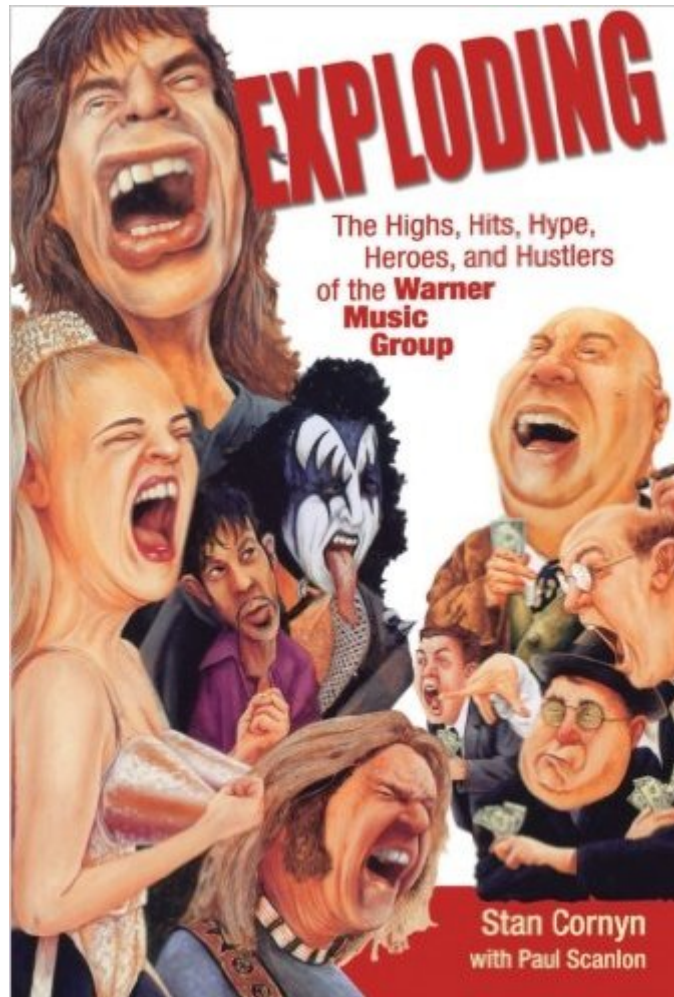


The book was found

Exploding: The Highs, Hits, Hype, Heroes, And Hustlers Of The Warner Music Group



Synopsis

Stan Cornyn -- a key creative force behind the rise of the Warner Music Group -- experienced the ultimate highs and lows of the company for more than thirty years. Now, get the inside scoop on top executive decisions, wild stories on iconic musicians, and the outrageous steps Warner took to produce a hit. Populated by celebrities like Dr. Dre, Frank Sinatra, the Grateful Dead, Madonna, Lil' Kim, Jimi Hendrix, Alice Cooper, Joni Mitchell, and dozens more, *Exploding* reveals the music business as you've never seen it before.

Book Information

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Customer Reviews

The single most-missed aspect in most articles, reviews and books about popular music, and particularly about the period of the 60's and 70's is the fact that it was a business. There are many excellent pieces written on the music and cultural changes of the era, but the details and even the existence of the business that underlay the entire thing gets barely a mention. Yet the business side of music controlled who was signed, how they were promoted, who got airplay and how it was distributed in a way that made it almost a co-creator of the whole phenomenon. In studying this vital period, it is as important to know the business history as it is any other aspect of it. In a way, the "record business" was almost too successful, in that the songs seemed to appear before you out of nowhere, and just as miraculously, the record would be in the bins to be purchased; the work of hundreds of people, the big organizations, the payola, the agents and the deals all hidden away, unnoticed. Stan Cornyn was uniquely positioned as one of the original employees of Warner

Brothers Music from its founding in the Fifties, through its heyday as the world's biggest music label group in the Seventies and Eighties, to its later decline. Not only that, but he became a major executive within the company but was a creative, music person and not a 'Suit". I first noticed him as a writer of Frank Sinatra's liner notes (for which he won Grammy awards) and also of delightfully over-the-top notes for Petula Clark's LP's. He went on as head of Warner's advertising and promotion to be a major creator of a label whose atmosphere appealed to the new crowd of singer-songwriters and rock stars who wanted to sign with this label and not its stodgy competitors.

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