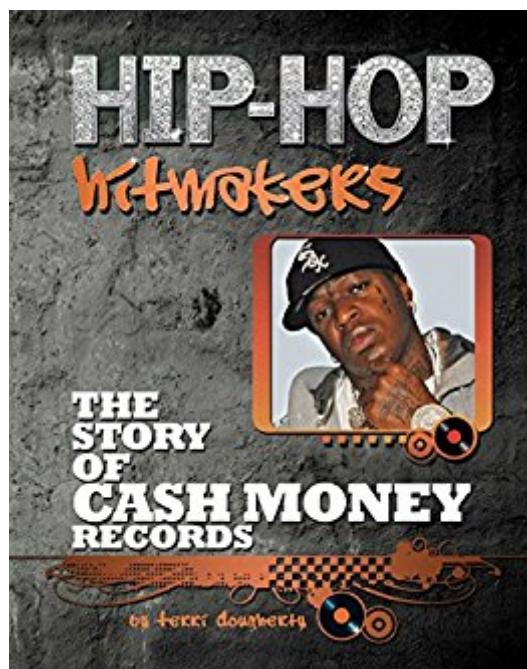


The book was found

The Story Of Cash Money Records (Hip-Hop Hitmakers)



Synopsis

Founded in New Orleans in the early 1990s, Cash Money Records faced an uphill battle as it struggled to gain respect. Brothers Bryan "Baby" Williams and Ronald "Slim" Williams started the label by recording New Orleans artists who were part of the local "bounce music" scene. The label's young rappers, including Juvenile, B.G., and Turk, worked hard to deliver hits, but inner turmoil almost derailed Cash Money's success. The breakout success of Lil Wayne, who became the label's biggest star and even served as its president for a time, helped Cash Money survive during a difficult decade. Today stars like Drake and Nicki Minaj are helping to make Cash Money Records a household name in the hip-hop world.

Book Information

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Customer Reviews

A decent read for any hip-hop fan, especially for those who are interested in the business side of the labels and companies who create and manage the artists. This book failed in the way that there was too much summary as opposed to the real and intricate details as to why some deals were done

over others, and some artists were selected over others. I wanted more of a dollars and cents analysis as to how and why Cash Money became the financial force that they are in this business. I wanted more information about their business growth. I got enough of a glimpse of Cash Money Records.....I'm still waiting for the full-on picture.

When it comes to the business world of of Hip-Hop culture, a good book on the basic game of business and music.

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