



The Men Behind Def Jam: The Radical Rise Of Russell Simmons And Rick Rubin

Alex Ogg

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Having introduced the world to LL Cool J, the Beastie Boys, Public Enemy, DMX, and Jay-Z, the label formed by hustler-incarnate Russell Simmons and A & R maverick Rick Rubin has now successfully marketed what was a ghetto phenomenon into the most pervasive youth culture of the late 20th century. This book documents the growth of Def Jam from humble origins to its current status as the pre-eminent black music label of the 80's and 90's.

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