

Brilliant; the best book I have ever read about the recording industry; a classic.--Larry King
On the south side of Chicago in the late 1940s, two immigrants; one a Jew born in Russia, the other a black blues singer from Mississippi; met and changed the course of musical history. Muddy Waters electrified the blues, and Leonard Chess recorded it. Soon Bo Diddly and Chuck Berry added a dose of pulsating rhythm, and Chess Records captured that, too. Rock & roll had arrived, and an industry was born. In a book as vibrantly and exuberantly written as the music and people it portrays, Rich Cohen tells the engrossing story of how Leonard Chess, with the other record men, made this new sound into a multi-billion-dollar business; aggressively acquiring artists, hard-selling distributors, riding the crest of a wave that would crash over a whole generation. Originally published in hardcover as *Machers and Rockers*.
About the series: Enterprise pairs distinguished writers with stories of the economic forces that have shaped the modern worlds; the institutions, the entrepreneurs, the ideas. Enterprise introduces a new genre; the business book as literature. 12 illustrations

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Enterprise introduces a new genre the business book as literature. The Record Men: The Chess Brothers and the Birth of Rock & Roll The Chess Brothers and the Birth of Rock & Roll. Enterprise portrays, Rich Cohen tells the engrossing story of how Leonard Chess, with the other record men, The NOOK Book (eBook) of the The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) by Rich Cohen at Barnes The Paperback of the The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) by Rich Cohen at Barnes & Noble. A tour-de-force history of Jews, blues, and the birth of a new industry. On the The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) - 8 secDownload The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise PUBLISHED TITLES IN ENTERPRISE Ken Auletta Media Man: Ted Turners Improbable Empire Rich Cohen The Record Men: The Chess Brothers and the Birth The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) About the series: Enterprise pairs distinguished writers with stories of the The Record Men The Chess Brothers and the Birth of Rock Roll. Rock and roll had arrived, and an Enterprise introduces a new genre the business book. Read The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) by Rich Cohen with Rakuten Kobo. Brilliant the best book I have ever read The Record Men: The Chess Brothers and the Birth of Rock & Roll (Enterprise) (eBook). by Rich Cohen (Author). 54,603 Words 224 Pages. Brilliant the best Chess Brothers and the birth of rock and roll At head of title: Enterprise Hardcover version previously published under the title: *Machers and rockers*. Author. The Record Men has 64 ratings and 7 reviews. Renee said: Fantastic look back at the men like Leonard Chess who first set the blues spinning. I devoured tMuddy Waters electrified the blues, and Leonard Chess recorded it. Rich Cohen tells the engrossing story of how Leonard Chess, with the other record men, *Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise)* The musicians Leonard and his brother, Phil, signed and so forth included

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