



Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group

Stan Cornyn, Paul Scanlon

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That's how *Vanity Fair* described the record business turmoil of the 1990s, which moved the Warner Music Group -- the world's number one record company -- from the entertainment pages to the front pages.

Suddenly, decades of riotous fun and booming business went splat. Top music executives got evicted from their offices, some escorted by company guards. Why? The answers are in *Exploding* -- the most insightful and delightful book about the record business ever written.

In the rock explosion of the Sixties and Seventies, Warner Bros., Atlantic, and Elektra Records dominated the business as the Warner Music Group. But by the Nineties, the success of WMG was shaken by egos and corporate politics that left the company struggling for identity in a dramatically changing industry. This is the story of that long, strange trip.

Your host is the ultimate insider: Stan Cornyn, a key creative force behind the Warner Music Group's stunning rise. During more than thirty years at the company, Cornyn went through what the news media could never uncover. In a freewheeling, vastly entertaining narrative, Cornyn takes us behind the scenes, seats us in the conference rooms, and shows us the interactions between the stars and the suits -- using the same irreverent wit that produced the marketing campaigns that helped put Warner on the map.

Exploding is populated by music stars like Frank Sinatra, Ray Charles, the Doors, Jimi Hendrix, Lil' Kim, Dr. Dre, the Grateful Dead, Queen, Madonna, Ice-T, Joni Mitchell, Frank Zappa, Neil Young, Alice Cooper, and dozens more, even the legendary supergroup Scorpio. (Never heard of Scorpio? You'll find out why.)

And it introduces you to the most colorful businesspeople ever: hyperintense record sellers who shave their heads; throw doves off a roof; send pig heads through the mail; provide the money, meds, and mammaries -- *anything* -- to get their records on the air. Here is the music business as you've never seen it: at its wildest, in its wackiest fifty years, bursting with hits and cash, until, by the end, it's just plain *Exploding*.

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Matthew Lyons:

This Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group are usually reliable for you who want to become a successful person, why. The reason of this Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group can be on the list of great books you must have is definitely giving you more than just simple reading food but feed you actually with information that possibly will shock your before knowledge. This book is handy, you can bring it almost everywhere and whenever your conditions in e-book and printed ones. Beside that this Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group forcing you to have an enormous of experience like rich vocabulary, giving you trial run of critical thinking that we all know it useful in your day action. So , let's have it and enjoy reading.

Tim Travers:

The particular book Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group has a lot of knowledge on it. So when you make sure to read this book you can get a lot of help. The book was authored by the very famous author. This articles author makes some research previous to write this book. This particular book very easy to read you can find the point easily after reading this book.

Sally McGarvey:

In this age globalization it is important to someone to acquire information. The information will make a professional understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of recommendations to get information example: internet, magazine, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The particular book that recommended for your requirements is Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner Music Group this guide consist a lot of the information in the condition of this world now. This specific book was represented just how can the world has grown up. The language styles that writer use to explain it is easy to understand. The particular writer made some exploration when he makes this book. Here is why this book acceptable all of you.

Kenny Crowther:

As a student exactly feel bored to be able to reading. If their teacher inquired them to go to the library or make summary for some reserve, they are complained. Just tiny students that has reading's heart or real their passion. They just do what the instructor want, like asked to go to the library. They go to right now there but nothing reading seriously. Any students feel that reading through is not important, boring in addition to can't see colorful photographs on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this era, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. Therefore this Exploding: The Highs, Hits, Hype, Heroes, and Hustlers of the Warner

Music Group can make you sense more interested to read.

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