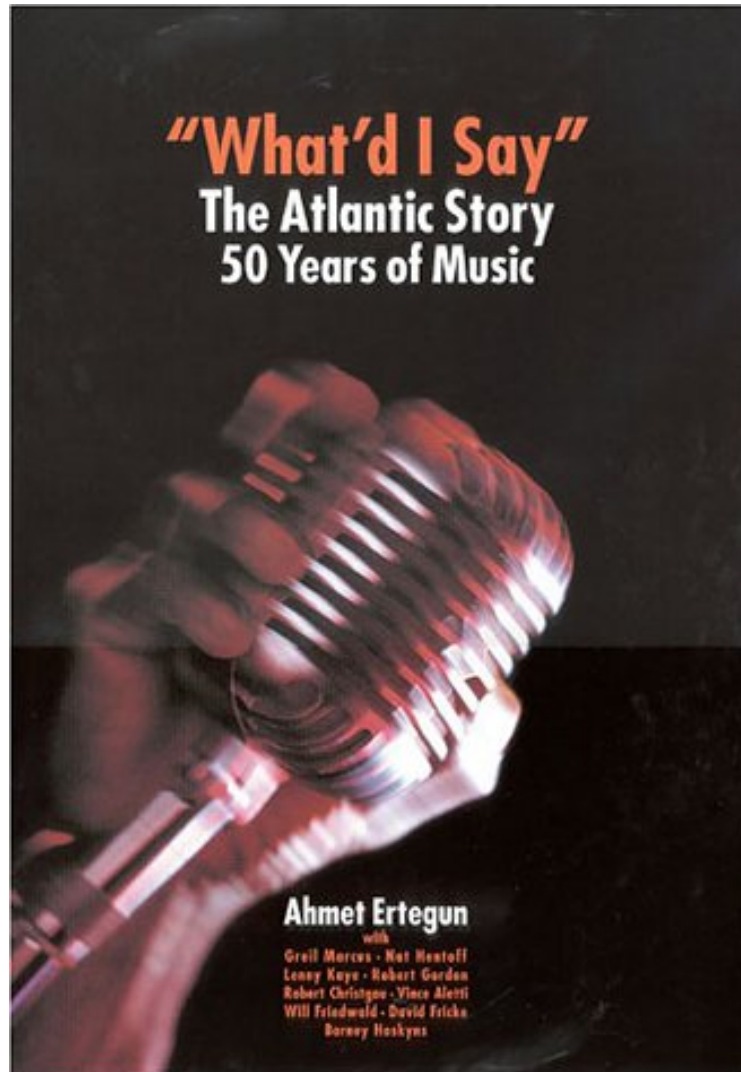


What'd I Say?: The Atlantic Story

Ahmet Ertegun

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Ahmet Ertegun : What'd I Say?: The Atlantic Story before purchasing it in order to gage whether or not it would be worth my time, and all praised What'd I Say?: The Atlantic Story:

1 of 1 people found the following review helpful. Book is totally Amazing-Pictures and Anecdotes of Rock LegendsBy Steven Cassell got this book as a present which, because it was so good,led me to buy 2 more books for other friends as presents. If you are interested in the legends of Rock (particularly if you are older then 25) with great pictures and short stories about the sessions, personal info, how things went down then this is a must have book. For example the first time Ray Charles was brought in as a try-out with Atlantic records Ertagun (the guy who started Atlantic records) brought in a buch of players from the Basie Big Band. They thought "who is this guy Ray Charles?"?

They played some tunes when brother Ray says the third horn player is playing the wrong notes or playing flat (I read this story months ago so all of the details may not be accurate but the main point is). The first and second horn players played their parts individually with no mistakes but sure enough, much to the surprise of these accomplished musicians, the 3rd player was off. At that moment Ray Charles got the respect he deserved. The rest is history. It is truly amazing how many huge rock stars Ertegun knew, recorded, and influenced. The book is filled with great anecdotes about all of them. Check out the pics of the very young Mick Jagger. As an aside, the quality of the book is outstanding. This is truly the heaviest (literally) book I ever picked up. A delight whenever you pick it up and read some more snippets from Rock's stars up until the recent past. 3 of 3 people found the following review helpful. Did not realize this was a 'coffee table' style type ...By Jo BablerDid not realize this was a 'coffee table' style type of book with tons of photos. Was thinking it was more of an autobiography, with more text and fewer pics. My fault for not researching more thoroughly. 1 of 1 people found the following review helpful. From the sourceBy swimmerAhmet Ertegun was an inspirational factor to the many early R B artists that he signed to his new label in partnership with his brother Nesuhi, who recorded the jazz, and Jerry Wexler who came on board to make the hits with Aretha Friends!

The official behind-the-scenes story of the meteoric rise of Rock and Roll by the people who made it history.

From Library JournalFounded in 1947 by Ertegun, the son of a Turkish diplomat, Atlantic Records is one of the most successful and respected major record companies. Early hits by black artists such as Ray Charles and Clyde McPhatter established the label as an incubator of RB. (In fact, it was Ertegun's partner, Jerry Wexler, who coined the phrase rhythm blues). As the 1970s dawned, the label famous for its black artists filled its roster with quintessential white bands like Yes, Emerson, Lake Palmer, and Led Zeppelin. In this oral history, Ertegun's anecdotes are liberally supplemented by comments from scores of associates and Atlantic artists. Some of the most respected names in music journalism, including Robert Christgau and Greil Marcus, have also contributed eight essays covering different time periods and aspects of Atlantic. More than 1200 color and black-and-white photographs make this a fun book to leaf through. Big, glossy, and entertaining, "What'd I Say" is a coffee-table tribute to a rare species: a record company that respects its artists and treats them fairly. For a more comprehensive biography of Ertegun, see Dorothy Wade and Justine Picardie's Music Man (LJ 3/15/90). Lloyd Jansen, Stockton-San Joaquin Cty. P.L., CA Copyright 2001 Reed Business Information, Inc.From BooklistWith a roster including Ray Charles, the Drifters, and Aretha Franklin, Atlantic Records pretty much was rhythm and blues in the '50s and '60s. And label founder Ertegun was Atlantic Records. This lavish tome tells the hugely influential record company's story in 1,000 evocative photographs, augmented by the oral-history-style reminiscence of Ertegun and musicians he discovered or helped make stars. Atlantic did well in other genres besides R B, recording some of jazz legends John Coltrane's and Charles Mingus' best work and the influential rock supergroups Cream and Led Zeppelin. By the '70s, though, its glory years were over, and the likes of Foreigner, ABBA, and, more recently, Hootie and the Blowfish became the label's mainstays. So the book resembles those CD boxed sets tracing the trajectory of a career: just as the first two or three discs get repeated play, whereas the last gets filed after a cursory scan, the second half of this volume pales before the glories that precede it. It records a remarkable half century of music, nevertheless. Gordon FlaggCopyright American Library Association. All rights reserved "(Ertegun) is the greatest record executive alive today-the template by which everything else is measured." -- David Geffen". . . If the company one keeps is a reflection of intelligence, then Ertegun is a genius times 100." -- Publishers Weekly"Big, glossy, and entertaining..." -- Library Journal"Through it all, Ertegun has remained the ultimate industry icon." -- Vanity Fair