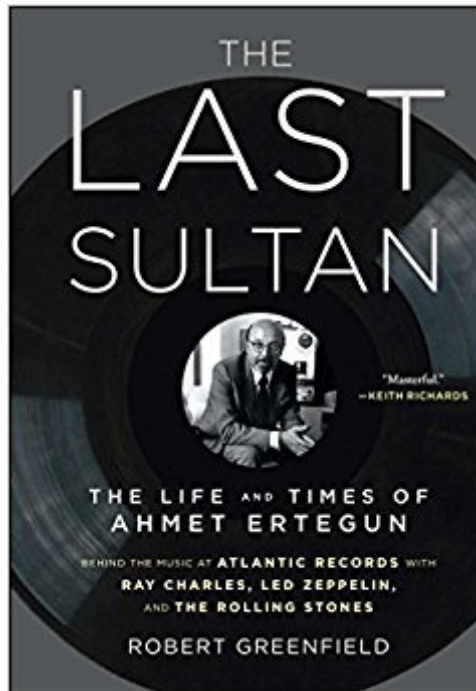




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The Last Sultan: The Life And Times Of Ahmet Ertegun



Synopsis

The definitive biography of Ahmet Ertegun—founder of Atlantic Records, the man behind stars from Ray Charles to the Rolling Stones—“mesmerizing, entertaining, informative.” *Brilliant, cultured, brash, and irreverent, Ahmet Ertegun was a legend in the music world. Blessed with great taste and sharp business acumen, he founded Atlantic Records and brought rock & roll into the mainstream. He quickly became as renowned for his incredible sense of style and nonstop A-list social life as for his pioneering work in the studio. Ertegun discovered, signed, or recorded many of the greatest musical artists of all time, among them Ruth Brown; Ray Charles; Bobby Darin; Sonny and Cher; Eric Clapton; Buffalo Springfield; Crosby, Stills, Nash & Young; Led Zeppelin; and the Rolling Stones. Ertegun lived grandly but was never happier than when he found himself in some down-and-out joint listening to music late at night. As colorful and compelling as its subject, *The Last Sultan* is the fascinating story of a man who always lived by his own rules.

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Customer Reviews

"Ahmet Ertegun was a man of passion, loyalty, generosity and fun, both sacred and profane, who could target like a laser what was authentic and worthwhile in the many worlds he bestrode so seamlessly and successfully. Greenfield's fascinating biography, *"The Last Sultan"*, gets it right, and I envy readers their opportunity to experience the life and times of this extraordinary man." --Henry Kissinger
"I found Robert Greenfield's book on Bill Graham to be one of the best researched music business biographies ever. Now with *"The Last Sultan"*, he's topped himself. Ahmet Ertegun is not

an easy subject--he was both indelible and opaque--but Greenfield has dug deeper than anyone ever has, to reveal one of the most complex Americans of the last half century." --Taylor Hackford, Director/Producer of "Ray""Robert Greenfield has written a loving, vividly detailed and utterly compelling history of one of the most fascinating lives of the twentieth century. Not only do you get an insider's account of the building of the record industry and the high times of the rock and roll circus, but of the worldly education of a young man in the diplomatic world of the European capitals and Washington D.C., and American high society in New York's modern heyday. "The Last Sultan" is the remarkable odyssey of a truly remarkable man." --Jann Wenner, Editor, Publisher and Founder of "Rolling Stone""In many ways, this book is the Bible of rock 'n' roll. A sacred tale rooted in the incredible life journey of my friend Ahmet Ertegun who touched not only me but also so many other people in so many ways." --Kid Rock"Ahmet Ertegun was a man who loved his music and wanted others to hear what may otherwise have gone unheard. . . . We first met when the Stones signed up with Atlantic. The stories began to flow and a lot of them are in these pages. Robert Greenfield has done a masterful job of relating them. . . . I shall miss Ahmet. He was a great man and a great friend!" --Keith Richards"An excellent biography of a titan in the music industry." --"Booklist" (starred review)"Mesmerizing, entertaining, informative. . . . There are a great many delicious stories in this page-turning work. . . . A vivid portrait of Ertegun but also a colorful panorama of the indie record-business during and after its rough-and-tumble years, when bootleggers sold as many singles as the real labels, gangsters were always angling to squeeze in on the action, and payola was just part of the cost of doing business." --Tom Nolan, "San Francisco Chronicle"

An award-winning journalist, novelist, playwright, screenwriter, and former associate editor of the London bureau of Rolling Stone, Robert Greenfield is the author of ten books of fiction and nonfiction, among them the classic STP: A Journey Through America With the Rolling Stones, and critically acclaimed biographies of Jerry Garcia, Timothy Leary, and Bill Graham.

I've always been drawn to businessmen that have come from rather humble beginnings to being the best of the best. How did they get there? What was the tipping point in their careers? The Last Sultan, his real name Ahmet Ertegun, grew up the son of a high-ranking Turkish diplomat, would end up changing the record business forever through his record label Atlantic Records. When he first moved to the US he used to sneak out and listen to black-roots music in the local clubs when no white record exec would dare do so. He ended up falling in love with this music and would later start

a record label to bring it to the masses. Over the next five decades as different genres faded and others took shape, Ahmet was usually the visionary leading the charge. He signed some of the biggest music legends in history including: Big Joe Turner, Ray Charles, Bobby Darin, Sonny and Cher, Nash & Young, Led Zeppelin, The Rolling Stones, Bette Midler, and Kid Rock. The most interesting theme of the book were the comments artists had about Ahmet Ertegun. Even early on in his career before he was a legend, artists had a deep respect for Ahmet's innate ability to hear, modify, and help create #1 records. Because of Ahmet's active social lifestyle, he found it very easy to connect with artists on multiple levels. Both the The Rolling Stones and Kid Rock were amazed that Ahmet could out drink and out socialize even them, not get any sleep, and be alert, well dressed, and well versed for a business meeting hours later. And Ahmet was always the best-dressed person in the room. Ahmet Ertegun's life was one part music visionary, one part businessman, and two parts the show "Mad Men". And this is exactly why several major tv networks have tried to produce a series around Ahmet's life. The book is also a rock and roll history lesson that takes you from the late 1940's through present day. I enjoyed the book and you will to, although I guarantee your life will seem very boring after you read about "The Last Sultan".

This post-humous tale reads like it was cribbed from other publications & well known industry stories. Having heard the stories myself, I was looking forward to finding out exactly why and how Ahmet was so legendarily cool. Alas, I still don't get it. Yes, he hung with royalty, made a ton of money on his artists & was a notorious playboy . . . so? How different this book is from Greenfield's excellent biography of Bill Graham, with its exclusive interviews of a hardworking man who gave everything he had to bring counterculture music to the masses. In that bio, you really got to know Graham as a man. In Ahmet's case, I'm afraid we'll never know.

A great read about one of my favorite Record Label Executives! even got to Work With Tom Dowd the Engineer from Atlantic. He was a really great man! I was very fortunate to work in the real recording industry in the Late 80's and 90's up until the music business fell apart from the computer age. These old guys did not understand the computer age and they died before it was what it has become today. If Ahmet was alive today he would have had a better set up then itunes you would have downloaded direct from the labels this computer company selling records is horses***!

A well written look behind the scenes and into the life of one of the music businesses most influential figures. Ahmet Ertegun Grew up as the son of a Turkish diplomat. His passion for Jazz

and american black music inspired him to start what later became the largest and most successful independent record label in the world, Atlantic Records. Ertegun's personal life, friendships, exploits, musical taste, and views on the music business, make for a great read.

Great book about Ahmet Ertegun and a must read for any fan of Atlantic records. The man was a giant in his field and lived an incredible life that one could only dream of. Also recommend "Rhythm and the Blues" which is the bio of his partner Jerry Wexler, another exceptional person who also lived a fantastic life. Great reading for those interested in the men and the history of the blues, jazz, rock and the people who made it happen. Lots of good insights about the artists too.

Robert Greenfield does some great writing. This book is truly amazing as far as bio's go....This and Bill Graham's book have shown me more about the music business and the artists they were personal with than all other books I read combined. Geoff Emericks Here, There, and Everywhere is fantastic yet not even close to this book or Graham's. Actually worth reading from beginning to end...thoroughly badass.

A life lived almost beyond belief. A fictional story could not compare to this well written biographical account (that often seems like a fantasy world) of a man who created an industry. The people, places & events keeps the reader continuously engaged . It was a page burner that I was able to pick up on & off and never lost the plot. (Which is a tribute to the engaging & conversation writing style of the author.)

Excellent, well-written biography about this music legend and man of many faces, Amet Ertegun. A must-read for anyone interested in the recording industry and especially the early days of recording "the blues".

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