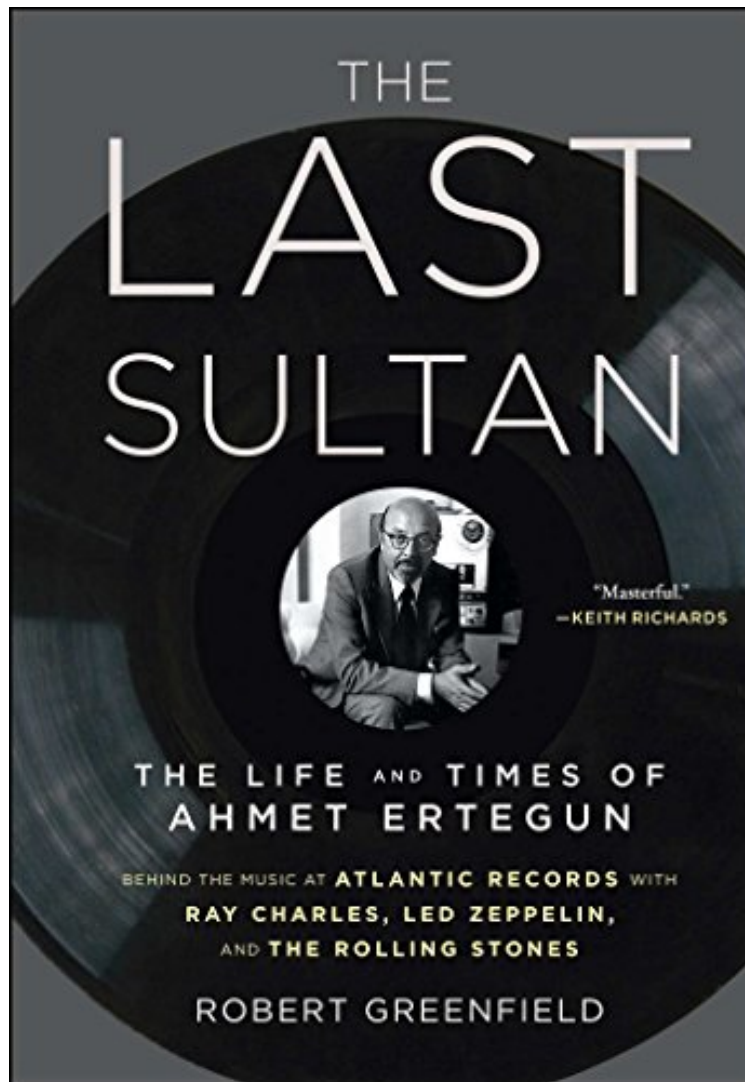


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The Last Sultan: The Life and Times of Ahmet Ertegun

Robert Greenfield

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Robert Greenfield : The Last Sultan: The Life and Times of Ahmet Ertegun before purchasing it in order to gage whether or not it would be worth my time, and all praised The Last Sultan: The Life and Times of Ahmet Ertegun:

1 of 1 people found the following review helpful. An Entertaining Read, Should Be A MovieBy MicroCapClubI'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". 1 of 1 people found the following review helpful. Ahmet, I barely knew yeBy pavsiThis 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. 0 of 0 people found the following review helpful. The Life of Ahmet ErtegunBy Ronald MeersandA great read about one of my favorite Record Label ExecutivesI 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 than itunes you would have downloaded direct from the labels this computer company selling records is horses***!

The Last Sultan is the definitive biography of a man who changed popular culture throughout the world. As the founder and head of Atlantic Records, Ahmet Ertegun signed and/or recorded many of the greatest musical artists of all time, among them Ruth Brown; Big Joe Turner; Ray Charles; Bobby Darin; Sonny and Cher; Eric Clapton; Buffalo Springfield; Crosby, Stills, Nash Young; Led Zeppelin; the Rolling Stones; Bette Midler; and Kid Rock. Working alongside his older brother, Nesuhi, one of the preeminent jazz producers of all time, and the legendary Jerry Wexler, who produced great soul artists like Wilson Pickett, Solomon Burke, and Aretha Franklin, Ertegun transformed Atlantic Records from a small independent record label into a hugely profitable multinational corporation. In successive generations, he also served as a mentor to record-business tyros like Phil Spector, David Geffen, and Lyor Cohen. Brilliant, cultured, and irreverent, Ertegun was as renowned for his incredible sense of personal style and nonstop A-list social life as his work in the studio. Born into great privilege as the son of a high-ranking Turkish diplomat during the last days of the Ottoman Empire, Ertegun spent his life bringing the black-roots music he loved to the world. A larger-than-life figure, always hip, Ertegun lived in the grand manner but was never happier than when he found himself in some down-and-out joint listening to music late at night. Blessed with impeccable taste and brilliant business acumen, he brought rock and roll into the mainstream while creating the music that became the sound track for the lives of multiple generations. With supporting characters like Steve Ross, Henry Kissinger, Mick Jagger, Keith Richards, Jann Wenner, and a host of others, The Last Sultan is the fascinating story of a man who always lived by his own rules.