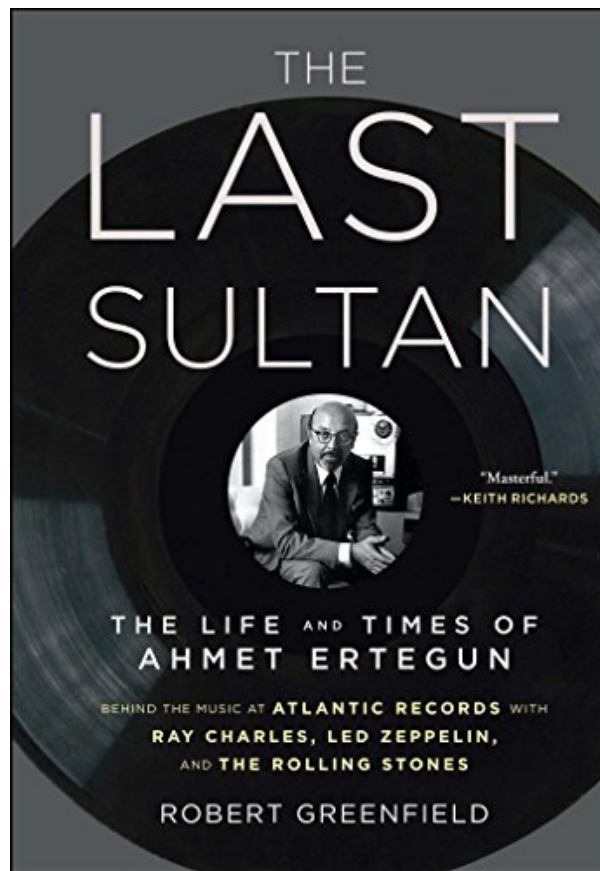
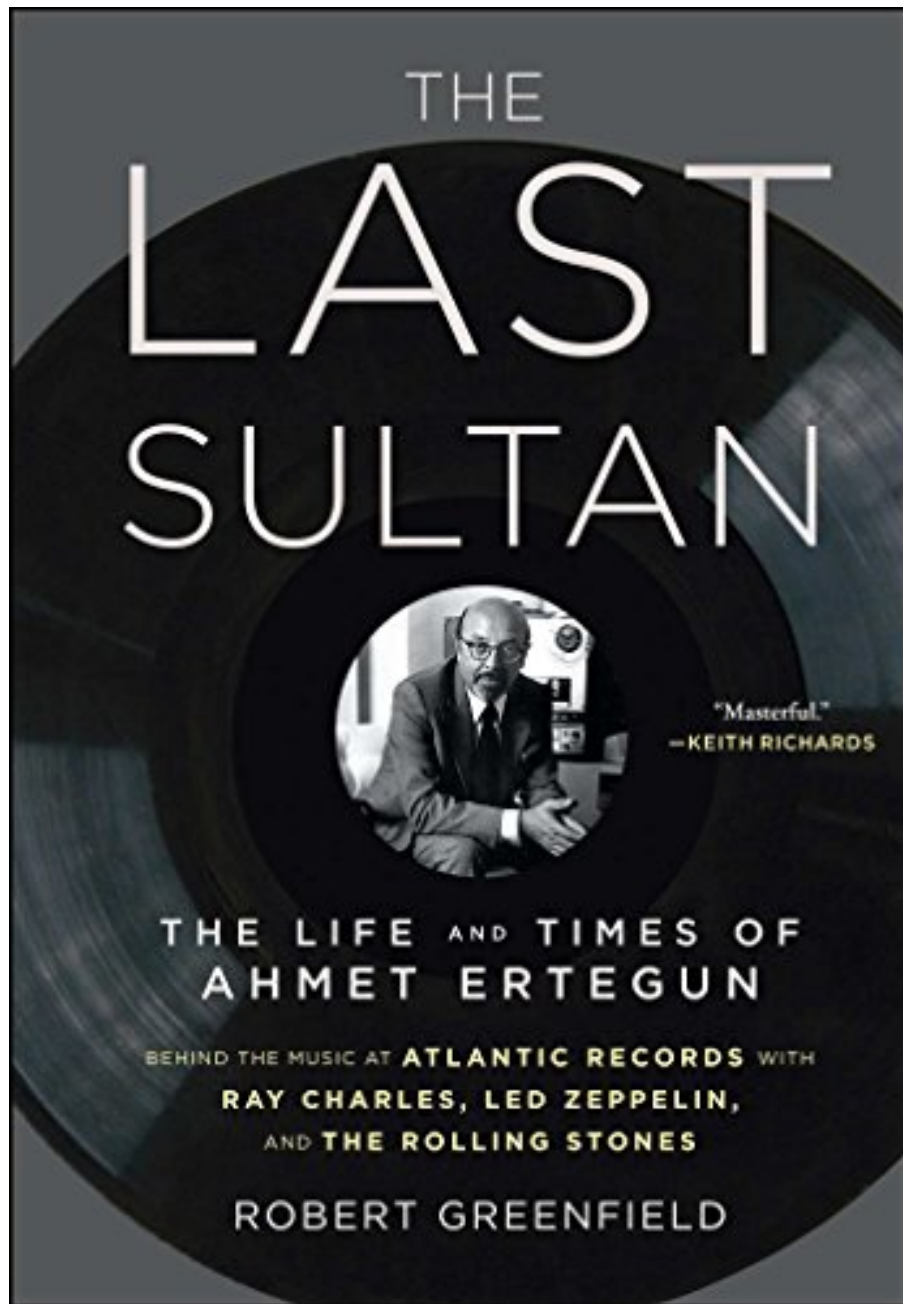


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# **THE LAST SULTAN: THE LIFE AND TIMES OF AHMET ERTEGUN BY ROBERT GREENFIELD PDF**

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 'n' 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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- Binding: Paperback
- 464 pages

## Features

- The Last Sultan The Life and Times of Ahmet Ertegun

## Most helpful customer reviews

1 of 1 people found the following review helpful.

An Entertaining Read, Should Be A Movie

By MicroCapClub

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".

1 of 1 people found the following review helpful.

Ahmet, I barely knew ye

By pavsi

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.

0 of 0 people found the following review helpful.

The Life of Ahmet Ertugen

By Ronald Meersand

A great read about one of my favorite Record Label Executives

I 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\*\*\*!

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