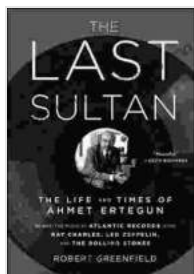


The Life and Times of Ahmet Ertegun: A Musical Odyssey Through the Golden Age of Rock and Roll



The Last Sultan: The Life and Times of Ahmet Ertegun

by Robert Greenfield

★★★★☆ 4.6 out of 5

Language : English
File size : 23956 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 466 pages

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In the annals of music history, Ahmet Ertegun stands as a towering figure, a visionary who shaped the very fabric of rock and roll. As the founder and president of Atlantic Records, he was responsible for discovering and nurturing some of the most iconic musicians of the 20th century, including Led Zeppelin, the Rolling Stones, and Aretha Franklin.

'The Life and Times of Ahmet Ertegun,' a captivating biography by Christopher Sandford, traces the extraordinary journey of this Turkish immigrant who became a cultural icon in America. Through meticulously researched details and insightful anecdotes, Sandford paints a vivid portrait of Ertegun's remarkable life, from his humble beginnings to his unparalleled reign over the music industry.

A Childhood Steeped in Music

Born in Istanbul in 1923 to a diplomatic family, Ahmet Ertegun was immersed in music from an early age. His father, Münir Ertegun, was a renowned Turkish diplomat and musicologist. Ertegun's childhood home was filled with the sounds of traditional Turkish music, as well as American jazz and popular songs.

At the age of eight, Ertegun moved with his family to Washington, D.C., where his father was appointed the Turkish ambassador. The young Ertegun quickly embraced American culture and developed a deep love for jazz and rhythm and blues music. He frequented record stores and clubs, soaking up the vibrant music scene of the nation's capital.

The Birth of Atlantic Records

In 1947, Ertegun, along with his childhood friend Herb Abramson, founded Atlantic Records in New York City. Starting with a modest investment, they aimed to bring the rhythm and blues music they loved to a wider audience.

Atlantic Records quickly gained a reputation for its groundbreaking artists and innovative sound. Ertegun's brilliant ear for talent and keen business acumen soon attracted some of the most promising musicians of the era.

Discovering and Nurturing Musical Legends

One of Ertegun's most significant discoveries was the legendary singer-songwriter Ray Charles. Ertegun recognized Charles's extraordinary talent and helped him develop his unique style, blending gospel, rhythm and blues, and jazz.

Ertegun also played a pivotal role in the careers of the Rolling Stones, Led Zeppelin, and Aretha Franklin. He signed the Stones to Atlantic Records in 1964 and helped establish them as one of the greatest rock bands of all time. His belief in Led Zeppelin's potential led to the band's unparalleled success, while his support for Aretha Franklin contributed to her status as the "Queen of Soul."

Ertegun's influence extended beyond these iconic artists. He also discovered and nurtured talents such as Otis Redding, Sam & Dave, and Wilson Pickett, helping shape the sound of American music in the 1960s and 1970s.

The Cultural Ambassador

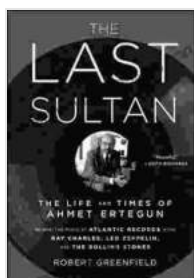
Beyond his musical achievements, Ahmet Ertegun was also a prominent cultural ambassador. He was instrumental in introducing Turkish music to American audiences and played a key role in promoting understanding between the United States and Turkey.

Ertegun's passion for music and his dedication to bridging cultural divides made him a respected figure both in the music industry and in diplomatic circles.

A Legacy of Excellence

Ahmet Ertegun passed away in 2006, leaving behind a legacy that continues to inspire musicians and music lovers alike. His contributions to the music industry are immeasurable, and his influence on American culture is undeniable.

'The Life and Times of Ahmet Ertegun' is a must-read for anyone interested in music history, cultural icons, or the behind-the-scenes stories of the greatest musicians of all time. Christopher Sandford's captivating narrative and meticulous research provide an in-depth look into the extraordinary life and times of a true music legend.



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