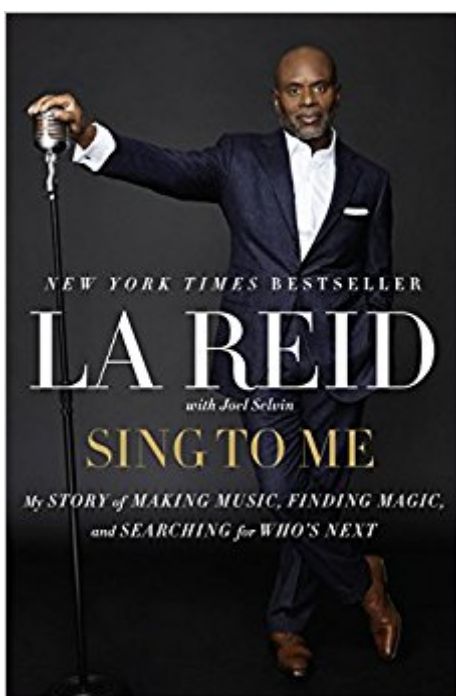


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Sing To Me: My Story Of Making Music, Finding Magic, And Searching For Who's Next



Synopsis

In this long-awaited memoir, illustrated with over 100 never-before-seen photos from his personal collection, the groundbreaking record producer chronicles his struggles, his success, and the celebrated artists that made him a legend. Over the last twenty-five years, legendary music producer and record man LA Reid—the man behind artists such as Toni Braxton, Kanye West, Rihanna, TLC, Outkast, Mariah Carey, Pink, Justin Bieber, and Usher—has changed the music business forever. In addition to discovering some of the biggest pop stars on the planet, he has shaped some of the most memorable and unforgettable hits of the last two generations, creating an impressive legacy of talent discovery and hit records. Now, for the first time, he tells his story, taking fans on an intimate tour of his life, as he chronicles the fascinating journey from his small-town R&B roots in Cincinnati, Ohio, and his work as a drummer to his fame as a Grammy Award-winning music producer and his gig as a judge on the hit reality show, *The X Factor*. In *Sing to Me*, Reid goes behind the scenes of the music industry, charting his rise to fame and sharing stories of the countless artists he's met, nurtured, and molded into stars. With fascinating insight into the early days of artists as diverse as TLC, Usher, Pink, Kanye West, and Justin Bieber, his story offers a detailed look at what life was like for stars at the start of their meteoric rise and how he always seemed to know who would be the next big thing. What emerges is a captivating portrait from the inside of popular music evolution over the last three decades. Part music memoir, part business story of climbing to the top, this beautifully designed book, jam packed with photos, showcases Reid's trademark passion and ingenuity and introduces a multifaceted genius who continues to shape pop culture today.

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Customer Reviews

In this long-awaited memoir, illustrated with over 100 never-before-seen photos from his personal collection, the groundbreaking record producer chronicles his struggles, his success, and the celebrated artists that made him a legend. Over the last twenty-five years, legendary music producer and record man LA Reid "the man behind artists such as Toni Braxton, Kanye West, Rihanna, TLC, Outkast, Mariah Carey, Pink, Justin Bieber, and Usher" has changed the music business forever. In addition to discovering some of the biggest pop stars on the planet, he has shaped some of the most memorable and unforgettable hits of the last two generations, creating an impressive legacy of talent discovery and hit records. Now, for the first time, he tells his story, taking fans on an intimate tour of his life, as he chronicles the fascinating journey from his small-town R&B roots in Cincinnati, Ohio, and his work as a drummer to his fame as a Grammy Award-winning music producer and his gig as a judge on the hit reality show, *The X Factor*. In *Sing to Me*, Reid goes behind the scenes of the music industry, charting his rise to fame and sharing stories of the countless artists he's met, nurtured, and molded into stars. With fascinating insight into the early days of artists as diverse as TLC, Usher, Pink, Kanye West, and Justin Bieber, his story offers a detailed look at what life was like for stars at the start of their meteoric rise and how he always seemed to know who would be the next big thing. What emerges is a captivating portrait from the inside of popular music evolution over the last three decades. Part music memoir, part business story of climbing to the top, this beautifully designed book, jam packed with photos, showcases Reid's trademark passion and ingenuity and introduces a multifaceted genius who continues to shape pop culture today.

Antonio "LA" Reid has been a key figure in shaping the sound and experience of popular music for over twenty-five years as a record producer, songwriter, and label executive. Reid first broke into the music world in the 1980s as the drummer for the R&B band the Deele. Along with bandmate Kenny "Babyface" Edmonds, Reid made his move behind the scenes of the industry in 1989 when he founded LaFace Records. Prior to becoming chairman and CEO of Epic Records in July 2011, Reid also served as chairman of the former Island Def Jam Music Group from 2004 to 2011 and as president and CEO of Arista Records from 2000 to 2004. Reid's excellence in the music world is not limited to his work as an executive. Winner of eighteen BMI Awards, he's also a talent in his own right. Reid has produced and/or co-written dozens of number one singles and has

won three Grammy Awards. He has been presented with numerous acknowledgements, including UNICEF's Spirit of Compassion Award, the Recording Academy's President's Merit Award, and the prestigious Harvard University Alumni Award for Excellence in Media and Entertainment. Reid lives in Manhattan with his wife, Erica, and his two children Arianna and Addison. He has three grown children, Antonio, Ashley, and Aaron.

I loved the description Part Memoir, Part Business Book and Full Time travel down memory lane. I completed reading this book in 3 days. The book really picks up for me after LA meets Babyface meets Pebbles. The three of them moving to Atlanta did so much for the music industry and the world. They were able to discover some of the biggest talent in the South and I do not believe they get their just due for that. It's true that music marks time and reading this book, remembering the songs and pulling the videos up on YouTube took me back to a carefree time of my life being in college and experiencing life with loved ones who were still living then. The anecdotes on how Babyface got his name and how he HATED it in the beginning, the story of LA Reid and Babyface writing "End of the Road" and "Love Should've brought you Home" for Anita Baker and her not really feeling them. Those two songs created Hall of Fame careers for Boyz II Men and Toni Braxton. LA Reid taking his boss's Clive Davis Job.. and still having to meet with him. Then in the biggest turn of events losing his job after bringing two of the biggest Artists of Arista & selling 10 Million records each - Pink and Avril Lavigne. Who in the hell gets fired for making MONEY!!!?? That shows you Corporate Politics are REAL. To listen to LA Reid describe his biggest regret of dropping Lady Gaga.. you can hear it.. Damn near feel it. He rebounded by helping find Justin Bieber. Overall, GREAT BOOK.. Great insight into the music business and what happens behind the scenes. It reminds of a Doug Morris quote LA says in the book.. "It's better to be lucky than to be good." This book was based on both. Do yourself a favor, and buy it.

Five Stars for someone who found and developed more stars than we can count.

Reading this book has helped to see the man who was and is behind the many wonderful talents the world has come to know. He's a living legend and I'm thankful he took the time to share a little bit of his world with us. I can't help but look at musical artists differently knowing what I know now. Hopefully our paths will cross one day and I can share my thoughts of this book with him in person.

This book is a great read. I felt like I was listening to the soundtrack of my life. The tone and pacing

is up beat. I enjoyed learning more about the politics of the music business.

I don't typically do autobiographies, but I am familiar with his work through The Deele, Babyface and the rest. I thought L.A. should have quite a story to tell having dealt closely with some of the music industries absolute best. He certainly did. This was a real treat. This book was like threading a needle through the fabric of LaFace of what you thought heard, but setting the record straight from his artistic perspective. I particularly enjoyed the "how" his love of music came to be, how his legendary friendship with Kenny "Babyface" Edmonds emerged, and of course his becoming the "record man". His level of vulnerability, honesty, and openness about his insecurities was refreshing. I don't know how long this book really is in page length because I bought the kindle version. Let's just say I started reading on two days ago and I'm finished already. Great job L.A, great job!

Too much detail about nothing. A lot of the ideas or what motivated him are repeated over and over again. Took me a month to read it because I kept putting it down and picking it back up. Toni's book was a much better read.

Very nice behind the scenes info about the beginning of his musical journey, the birth of him and Babyface partnership, I remember wondering on Solar records who was this Babyface and L. A. Reid? I knew they were new and wanted to know their background and he gives it here. He boasts about his skills in discovering new talent and reviving careers of established artists, but, he does also mention his mistakes in overlooking others i.e. Lady Gaga. His ups and downs are written about, including bouts of depression. His talents have always landed him in directorship of different labels with varying results. Fluid reading and attention grabber for those interested in production of hits.

It's practically impossible to fathom how great LA Reid is unless you read this book to know everything that he touched--and changed. This man is really special.

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