



## Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise)

By Rich Cohen

Download now

Read Online ➔

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise)** By Rich Cohen

**"Rich Cohen is a born storyteller, and this tale of how Muddy Waters and Leonard Chess helped invent Rock & Roll in Chicago in the 1950s is a tough, funny and smart read. It's a big story, told in a big way." ?Jann Wenner**

A tour-de-force history of Jews, blues, and the birth of a new industry. On the south side of Chicago in the late 1940s, two immigrants, one a Jew born in Russia, the other a black blues singer from Mississippi met and changed the course of musical history. Muddy Waters electrified the blues, and Leonard Chess recorded it. Soon Bo Diddly and Chuck Berry added a dose of pulsating rhythm, and Chess Records captured that, too. Rock & roll had arrived, and an industry was born. In a book as vibrantly and exuberantly written as the music and people it portrays, Rich Cohen tells the engrossing story of how Leonard Chess, with the other record men, made this new sound into a multi-billion-dollar business aggressively acquiring artists, hard-selling distributors, riding the crest of a wave that would crash over a whole generation. Full of absorbing lore and animated by a deep love for popular music, *Machers and Rockers* is a smash hit.

↓ [Download Machers and Rockers: Chess Records and the Busines ...pdf](#)

📖 [Read Online Machers and Rockers: Chess Records and the Busin ...pdf](#)

# Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise)

By Rich Cohen

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen**

**"Rich Cohen is a born storyteller, and this tale of how Muddy Waters and Leonard Chess helped invent Rock & Roll in Chicago in the 1950s is a tough, funny and smart read. It's a big story, told in a big way." ?Jann Wenner**

A tour-de-force history of Jews, blues, and the birth of a new industry. On the south side of Chicago in the late 1940s, two immigrants, one a Jew born in Russia, the other a black blues singer from Mississippi met and changed the course of musical history. Muddy Waters electrified the blues, and Leonard Chess recorded it. Soon Bo Diddly and Chuck Berry added a dose of pulsating rhythm, and Chess Records captured that, too. Rock & roll had arrived, and an industry was born. In a book as vibrantly and exuberantly written as the music and people it portrays, Rich Cohen tells the engrossing story of how Leonard Chess, with the other record men, made this new sound into a multi-billion-dollar business aggressively acquiring artists, hard-selling distributors, riding the crest of a wave that would crash over a whole generation. Full of absorbing lore and animated by a deep love for popular music, *Machers and Rockers* is a smash hit.

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen**  
**Bibliography**

- Sales Rank: #1470283 in Books
- Published on: 2004-09-17
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .90" w x 5.70" l, .95 pounds
- Binding: Hardcover
- 222 pages

 [Download Machers and Rockers: Chess Records and the Busines ...pdf](#)

 [Read Online Machers and Rockers: Chess Records and the Busin ...pdf](#)

## Download and Read Free Online Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen

---

### Editorial Review

From Publishers Weekly

In a postscript to his dynamic history of Chess Records, Cohen (*Tough Jews*) confesses that its tale is one he's been telling since adolescence, "using whatever was at hand to make the case: not only does this song rock, it also has something big to tell us." Cohen's book has something big to say too—about how the unlikely marriage of the shtetl and the plantation produced Chicago blues and rock and roll. The music that exploded into the living rooms of America and the world might have remained in the juke joints of the South if not for "record men" like Leonard Chess, whose label is rivaled only by Atlantic for its influence. Sensing an audience where the big labels didn't, Chess carted unvarnished recordings of artists like Muddy Waters, Bo Diddley and Chuck Berry in the trunk of his Cadillac, getting them in stores and on the air by any means necessary. Cohen weaves the story of the mercurial, lovable but not always entirely ethical Chess with the stories of the artists he recorded and well-judged glimpses of social history. Though written with the energy of his teenage bull sessions, Cohen's history avoids the rhetorical excess nearly endemic to rock and roll books, offering instead a punchy and driven but also sturdy and careful narrative.

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From [Booklist](#)

More acclaim is rendered to Chess Records and Leonard Chess, in particular, in Cohen's engaging book based on the proposition that "Leonard Chess, along with a handful of the musicians he signed and promoted and coddled and fucked over and enriched, invented the very idea of Rock & Roll." The musicians Leonard and his brother, Phil, signed and so forth included Muddy Waters, Howlin' Wolf, Little Walter, and the rest of the Chicago blues elite, and this is inevitably the story of black musicians and Jewish businessmen coming together to almost inadvertently create timeless rhythm and blues and inspire the development of rock. Cohen blends the artists' stories with the upward progress of Leonard Chess' family, notably including son and eventual rock mogul Marshall, who called Muddy Waters grandfather. The Chess story hasn't languished untold, but Cohen's version of it, centered on the savvy businessman who moved to "an old money town" as his business grew but kept commuting to the south side to make it work right, is utterly fresh. *Mike Tribby*  
Copyright © American Library Association. All rights reserved

Review

A tough, funny and smart read. It's a big story, told in a big way. -- *Jann Wenner*

This is a brilliant book, the best book I have ever read about the recording industry....a classic. -- *Larry King*

### Users Review

From reader reviews:

**Thomas Hodge:**

Here thing why that Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) are different and reputable to be yours. First of all looking at a book is good nonetheless it depends in the content than it which is the content is as scrumptious as food or not. Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) giving you information deeper as different ways, you can find any book out there but there is no e-book that similar with Machers and Rockers: Chess Records and the

Business of Rock & Roll (Enterprise). It gives you thrill examining journey, its open up your current eyes about the thing in which happened in the world which is maybe can be happened around you. It is easy to bring everywhere like in recreation area, café, or even in your method home by train. For anyone who is having difficulties in bringing the paper book maybe the form of Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) in e-book can be your alternate.

**Frank Johnson:**

Would you one of the book lovers? If so, do you ever feeling doubt if you find yourself in the book store? Try to pick one book that you find out the inside because don't ascertain book by its protect may doesn't work here is difficult job because you are frightened that the inside maybe not since fantastic as in the outside appear likes. Maybe you answer may be Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) why because the excellent cover that make you consider concerning the content will not disappoint you actually. The inside or content is usually fantastic as the outside or cover. Your reading sixth sense will directly guide you to pick up this book.

**John Guenther:**

Reading a book being new life style in this calendar year; every people loves to go through a book. When you go through a book you can get a wide range of benefit. When you read ebooks, you can improve your knowledge, since book has a lot of information onto it. The information that you will get depend on what forms of book that you have read. In order to get information about your analysis, you can read education books, but if you want to entertain yourself read a fiction books, such us novel, comics, as well as soon. The Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) provide you with a new experience in reading a book.

**Robert Price:**

That guide can make you to feel relax. This book Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) was colorful and of course has pictures around. As we know that book Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) has many kinds or variety. Start from kids until youngsters. For example Naruto or Investigator Conan you can read and believe that you are the character on there. So , not at all of book usually are make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book to suit your needs and try to like reading this.

**Download and Read Online Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen  
#IDX6UAO3RHN**

## **Read Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen for online ebook**

Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen books to read online.

### **Online Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen ebook PDF download**

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen Doc**

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen Mobipocket**

**Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen EPub**

**IDX6UAO3RHN: Machers and Rockers: Chess Records and the Business of Rock & Roll (Enterprise) By Rich Cohen**