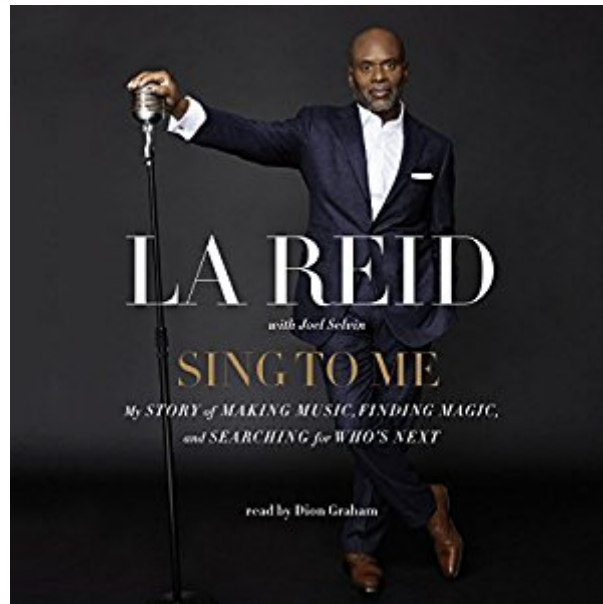


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# Sing To Me: My Story Of Making Music, Finding Magic, And Searching For Who's Next



## Synopsis

Legendary music producer LA Reid - the man behind artists such as Mariah Carey, Toni Braxton, Kanye West, Rihanna, TLC, Outkast, Pink, Justin Bieber, and Usher - changed the music business forever. Now he tells his story, taking fans on an intimate tour of his life. *Sing to Me* is a fascinating journey from Reid's 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*. Reid takes listeners behind the scenes of the music industry, charting his rise to fame and sharing stories of the countless singers he's met, nurtured, and molded into stars. Part music memoir, part inspirational business guide, *Sing to Me* is full of Reid's trademark passion and ingenuity and introduces a multifaceted genius who continues to shape pop culture today.

## Book Information

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## Customer Reviews

At 390 pages you would expect this book to be jammed full of great stories about Reid's working with major stars. Instead, you get a rather dull "then I made this album" step-by-step retelling of his career that is cleaned up to where he makes himself look angelic in a business known for drugs, partying, backbiting, violence, and sex. If you want the truth behind the scenes of the record business you won't find it here. Instead you get Reid promoting himself as a star-finder. He claims to have predicted the success of people like Usher, Mariah, Rihanna, TLC, Pink, and Bieber. But this is all told in a way that makes him look like the star and he glosses over his failures. He rarely mentions his private life, never talks about sleeping around or partying or the well-known drug usage that goes on in the music business. It's more like an expanded imdb of his music

career. There are some interesting stories about how certain songs came about, which raises the book from 2-star to a 3-star. And he does spend a little time discussing the X Factor (not much though). But he barely even mentions some of the major names and big albums that he put out. And never does he really talk about how a great album is put together--instead he just claims to have the gift of instinct that knows when a song or singer is good. Most surprising is that he over-praises Kanye West (so is Reid to blame for Kanye's God complex???) and says that Outkast is the greatest thing he has done in his life. Huh? More than working with Michael Jackson or Mariah or Jennifer Lopez or Whitney Houston or....well, you get the idea. Reid is filled by hyperbole about the people he works with and himself.

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