

## Hip Hop Pioneer Jerry Heller Releases Ruthless A Memoir

Written by Robert ID2967

Saturday, 26 August 2006 05:37 -

---

### Hip Hop Pioneer Jerry Heller Releases Ruthless: A Memoir

Love him or hate him, Jerry Heller has a prominent respectable place in hip hop history and his book *Ruthless: A Memoir* addresses the music, the rumors, the stories and the truth of the most RUTHLESS era hip hop has ever seen.

The book *Ruthless: A Memoir* is the story of how a man and a group changed the world of hip hop forever.

Jerry Heller music mogul, hip hop pioneer and book author is releasing *Ruthless: A Memoir* thru Simon & Schuster/Simon Spotlight Entertainment 8/29/06.

For the younger people, if the name Jerry Heller does not mean much to you, you need to do some research. Many of the great 'classics' of hip hop, rap and gangsta rap have the name Jerry Heller associated with them. Behind the then brilliant production of Dr. Dre, the legendary group N.W.A., which included Eazy E, Dre, Cube, Yella, Arabian Prince (Kim Nazel, who later dropped out) and MC Ren (Lorenzo Patterson) took the hip hop world by storm with gangsta rap and changed the 'landscape' of hip hop forever. Under the direction of Jerry Heller and Eazy E, Ruthless Records had six platinum releases within three years: *Supersonic* (J.J. Fad), *Eazy-Duz-It* (Eazy-E), *Straight Outta Compton* (N.W.A.), *Nobody Does It Better* (The D.O.C.), *Michel"le* (Michelle Toussaint) and *Efil4zaggin* (N.W.A.).

Jerry Heller has seen his share of controversy but the fact that the man is brilliant can not be questioned.

"PAYBACK'S A BITCH, JERRY." The words scrawled crudely across Jerry Heller's bedroom mirror that afternoon meant the rap wars had suddenly escalated. In the battle of his life over the ragingly successful music label he had helped found, Ruthless Records, Heller had seen

## Hip Hop Pioneer Jerry Heller Releases Ruthless A Memoir

Written by Robert ID2967

Saturday, 26 August 2006 05:37 -

---

death threats, strong-arming, and beatings. Now the violence had come home when his enemies burglarized his house, jacked his Corvette, and left behind this sneering piece of graffiti.

Heller didn't get mad; he got even. *Ruthless* tells the explosive story of Jerry Heller's alliance with Eric Wright, aka Eazy-E, one of the legends of rap music and a founding member of N.W.A., "the world's most dangerous band." As a longtime music industry superagent, Heller had the skill and insight necessary to guide N.W.A.'s comet like rise to the top of the charts. Along the way there were raucous nationwide tours, out-of-control MTV pool parties, and X-rated business meetings. Heller held on through the brutal shocks and reversals of the Ruthless Records era, which saw the label being targeted by the FBI, and its principal artists locked in bitter conflict, until a final turnaround placed Ruthless at the top of the heap once more. Always in the middle of the whirlwind were Jerry and Eazy E, an odd-couple pairing that represents one of the deepest and most appealing stories in American music.

You don't have to be an N.W.A. fan to love *Ruthless*. Heller turns the music industry inside out, exposing its strange logic and larger-than-life personalities. *Ruthless* provides keen insight into the popular music scene, with an unforgettable portrait of its rollicking excesses, life-churning drama, and multimillion-dollar highs.

"RUTHLESS" is available online now

Go to <http://www.amazon.com> or <http://www.simonsays.com> to pre order "RUTHLESS" by Jerry Heller

Also don't miss a moment in hip-hop history when Jerry Heller gives an exclusive interview with legendary Julio G on KDAY 93.5 FM Sunday August 27th from 6-8 pm. I heard the piece will feature all of the old Ruthless songs and will take you back to a moment in time when hip-hop was a movement just beginning....with the man who helped start it all.

PLUS Meet JERRY HELLER "RUTHLESS" In-store book signing 7 pm Friday SEPTEMBER 8TH

## Hip Hop Pioneer Jerry Heller Releases Ruthless A Memoir

Written by Robert ID2967

Saturday, 26 August 2006 05:37 -

---

Come and meet JERRY HELLER in person!!! Friday September 8th at 7 PM at BOOK SOUP-8818 Sunset Boulevard (across from Tower Records) on the Sunset Strip in Hollywood California....

HAVE YOUR COPY OF "RUTHLESS" signed personally and show your support.

Pre-order your copy of "RUTHLESS" by JERRY HELLER now at [www.amazon.com](http://www.amazon.com) or [www.simonsays.com](http://www.simonsays.com) prior to the in-store date of Aug 29!!

Stores are already selling out so order your copy today – show support and respect and find out what really went down from one of the pioneers who made it all happen.

Read an excerpt here - <http://www.simonsays.com/content/book.cfm?tab=1&pid=520208&agid=2>

Also visit Jerry Heller on MySpace at - <http://www.myspace.com/jerryheller>