

## Hip Hop Giveaway Jerry Heller - 'Ruthless'

Written by Site Admin. ID2973  
Tuesday, 29 August 2006 00:50 -

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This give away has ended. Thanks to all who entered. Winners are being contacted.

### Hip Hop Giveaway: Jerry Heller – 'Ruthless'

In our constant attempt to promote reading among the hip hop community, we are pleased to offer another book for our visitors to check out as one of our ThugLifeArmy.com hip hop giveaways.

Hip hop pioneer Jerry Heller has just released *Ruthless: A Memoir*, and thanks to Mr. Heller and Simon and Schuster we are very pleased to bring this piece of hip hop history to our visitors.

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.

For the younger people, if the name Jerry Heller does not mean much to you, you need to do some research and this book will help introduce you to that period of hip hop that changed the game forever. 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 the 'Godfather of Gangsta Rap' 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.), *Michelle* (Michelle Toussaint) and *Efil4zaggin* (N.W.A.).

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Jerry Heller has seen his share of controversy but the fact that the man is brilliant can not be questioned and his relationship with one of hip hop's most legendary figures, Eazy-E, is one of the most important relationships in hip hop history. Jerry Heller helped Eazy-E create Ruthless Records. Jerry Heller had seen death threats, strong-arming, and beatings over his relationship with Eazy-E and his business smarts. He even had his house burglarized and his car jacked over his business savvy.

He was there for the entire goings down. Thru being targeted by the FBI, watching bitter conflict between label artists and always the 'odd-couple' of Jerry Heller and Eazy-E (aka Eric Wright) stayed strong and an un beatable duo.

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. Jerry Heller's 'Ruthless' provides keen insight into the popular music scene, with an unforgettable portrait of its rollicking excesses, life-churning drama, and multimillion-dollar highs.

To enter the giveaway for Jerry Heller's Ruthless: A Memoir, send an email [HERE](#) and put "**Ruthless**"

in the subject line.

**This giveaway will end Sept. 30**

<sup>th</sup>

**. Winners will be notified by email (Please no PO Box's).**

Jerry Heller's "RUTHLESS" is available online now

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

PLUS you can meet Jerry Heller at a in-store book signing 7 pm Friday SEPTEMBER 8<sup>TH</sup>.

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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.

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>

Whether it be a book on hip hop history or on your favorite rap artist like Tupac Shakur (2Pac), Eazy-E, or on any topic of Urban Culture, **please read**. Knowledge is power and power is in the words. We would like to 'Thank' Simon and Schuster for always supporting our attempts to promote reading among the hip hop culture and also Mr. Jerry Heller for his support.

Get your entries in by Sept. 30th.