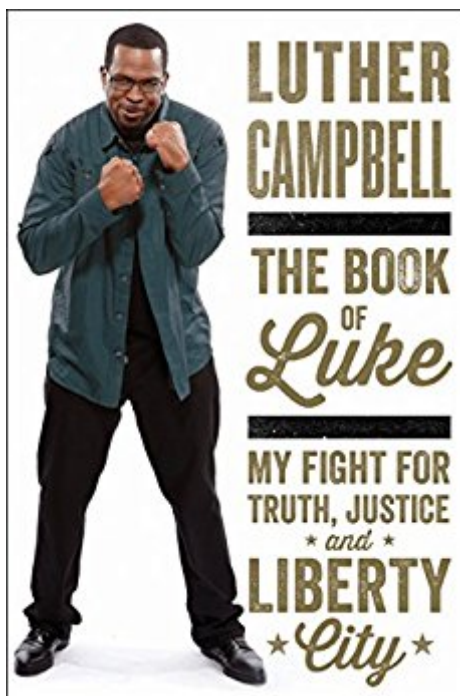


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The Book Of Luke: My Fight For Truth, Justice, And Liberty City



Synopsis

Born in Miami's notorious Liberty City, Luther Campbell witnessed poverty, despair, and crime firsthand. His uncle Ricky did not want him trapped by the "invisible chains" of systemic racism, so Ricky schooled him on the necessity of a black man running his own life, controlling his livelihood, and owning property. Embracing these lessons, Campbell discovered his gift for entrepreneurship: He created one of the first hip-hop record companies, Luke Records, which started out of a shed in his mom's backyard and grew into a multimillion-dollar enterprise. As a rapper on his own label, Luke became known as the "King of Dirty Rap" and helped pioneer the worldwide phenomenon of Miami Bass. He went on to become the front man and manager for the rap group 2 Live Crew, and was key to the success of the group's controversial platinum recording *As Nasty As They Wanna Be*. His hugely popular and provocative music infuriated the Man, and Luke was marked as public enemy number one when hip-hop crossed the color line into white America. Campbell would spend more than a million dollars of his own money fighting cops and prosecutors, and he went all the way to the Supreme Court to protect his "and every other artist's" right to free speech, setting landmark legal precedents that continue to shape the entertainment industry to this day. In Campbell's clear and honest voice, he shares unforgettable stories of his rise to celebrity status, including illicit tales from his raunchy concerts. He also breaks down how he lost his fortune, but in the process gained a better perspective on life. His father taught him to be responsible for his actions and to be proud of himself. Campbell expressed this by being cocky and holding his head up high, but, as he acknowledges, "America has never been an easy place for a black man who doesn't know how to apologize." Touching on some of the most pressing issues of our time, *The Book of Luke* is a raw and powerful memoir of how one man invented southern hip-hop, saved the First Amendment, and became a role model for the disenfranchised people of the city he calls home.

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Customer Reviews

I had to place my order for this book, written by one of the best southern rap artists of my time. Not because I am a fan, but because of everything he has been through, throughout his life; apparently he put it all in this book for us to read all about it! I'm from Miami, and I know the story of how he started his record label in the backyard, inside a shed of his mother's house in Liberty City. How he struggled with every day living in the "'hood', what happened during his concerts... But what always had me wondering was what really took place when him along with the 2 Live Crew, was banned.....in the USA! A song and an album didn't just hold that title. It was displayed on WSVN 7 & WPLG 10 news stations in Dade county & I only heard the media's story.....I want to read Luther Campbell's story! I am so glad I saw his post on Instagram the night of Sunday Aug 2. I immediately went on to preorder my copy in hopes I do not leave for the United Kingdom the day he arrives in my residential city of Atlanta so I can ask him to sign my copy! This is monumental efforts on his part to do this...to share with us...the truth!! This to me is history that will be discussed years from now & beyond! My copy will arrive tomorrow morning and I cannot wait!

This book was incredibly inspiring and educational and easily one of my best reads of 2016. I learned so much about Miami and American history in general. For example I didn't know that he came up with the Parental Guidance sticker that you now have on music records. Or that he was the only independent black-owned label of his time. At the highest point, his networth was 100 million and he used that money to set up the first post-riot thriving business enterprise in his city. And was also the only black person to buy club space on the prestigious but divided South Beach in the 80s, where he attempted to unite the people with his cultural movement of catering to all the races at his

club. But unfortunately like the many before him trying to change the status quo- he got Cointelpro'ed. In his own words: "The higher I've climbed in this country the more racism I've seen. You think it's bad when you're a young kid on the corner and the cops are throwing you up against walls and rifling through your pockets to steal your money. But then you work hard and play by the rules and get ahead and the harassment gets even worse. It's not as physically threatening but it grows more intense because once you're a black person with a little bit of money a little bit of economic leverage then you're even more of a threat to the status quo and that's when you really become a target." And THAT'S how he lost his business. Whether it's an economic movement (Black Wall Street), a political movement (Black Panthers), a musical/cultural movement (Uptown Records, Ruff Riders and Loud Records)- any black movement existing on its own terms for black people and to the benefit of black people gets taken down eventually. By all means, whether subtly or blatantly. And Luke was all three. But the best thing about this book is that even after that he didn't stop: his dedication to his community continued and he continued to achieve so much and be a pioneer in other fields. True hero.

I would've never guessed that Luther Campbell of all people would be one of the most dignified people in the rap game, but this book might radically change your opinion of him. But don't worry, all the stories of debauchery that we came here for are all there. What this man has gone through for YOUR freedoms is pretty remarkable. Definitely worth a read.

This book was truly inspiring. I learned a lot about Mr. Campbell. His story reiterated why one should not judge a book by its cover.

Incredible story. Absolutely a genuine read. You think you know his story but I guarantee, you will be amazed. A must read for this generation. Real, current black history and inspiration. Thanks Luke for the lessons and the insight into your story.

Great read, lots of info I didn't know about. Would make a great movie.

An amazing book. YOu learn about Luther Campbell the MAN, not just Luke the entertainer. I have a lot of respect for him after reading this book. I also learned about the challenges African Americans in Miami have faced and still faced. Hope Luther gets the support he needs to bring Liberty City up.

I didn't expect the book to be this good. Luther Campbell provides greater context around the emergence of Miami rap and southern rap, the racial, political and economics of Miami since it was founded and his approach as a business man. The writing itself may not be great, but the story is important.

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