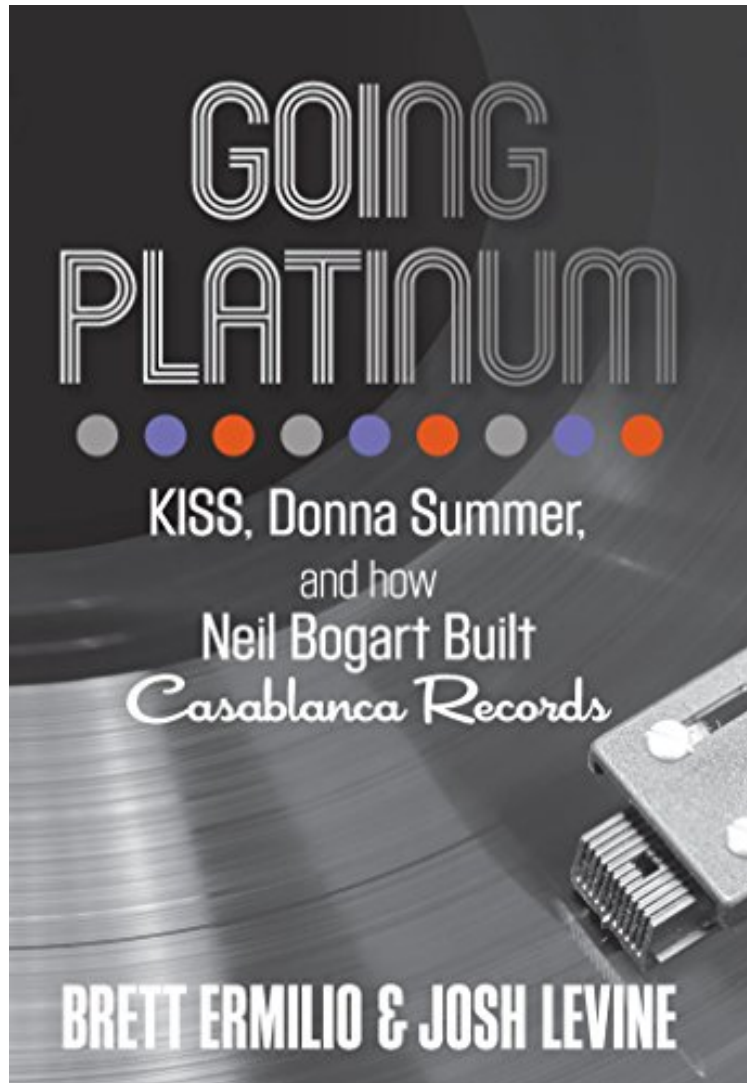


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Going Platinum: KISS, Donna Summer, and How Neil Bogart Built Casablanca Records

Brett Ermilio, Josh Levine

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Brett Ermilio, Josh Levine : Going Platinum: KISS, Donna Summer, and How Neil Bogart Built Casablanca Records before purchasing it in order to gage whether or not it would be worth my time, and all praised Going Platinum: KISS, Donna Summer, and How Neil Bogart Built Casablanca Records:

1 of 2 people found the following review helpful. This book is great! It's an easy read and I've learned so ...By Bonnie Ermilio
This book is great! It's an easy read and I've learned so much about what went on in the 50s, 60s, and 70s in the entertainment field. I am Neil Bogart's sister, Bonnie, and my brother Neil and I shared a bedroom until he was in his late teens. Did I know him once he entered the entertainment field? No. I was a teacher and my husband was in

computers where he eventually worked for my brother. But, my husband was no where near the entertainment business, the computer branch was separate. We were in a different world than Neil. My brother was my hero, my protector and was a genius coming up with things. Yes, there were things that I really didn't want to know about my brother, but that was part of his greatness. My son, Brett, wrote the truth about his Uncle Neil. I am so very proud of my son. He wrote things that I had never known, but that's what non-fiction is all about today. Neil was so great and I still miss him so very much. Brett and Josh wrote a detailed book about the life and times of Neil and I'm very proud of both of them. 2 of 4 people found the following review helpful. This is a must read By Eric Gewirtz Amazing book. Truly insightful 3 of 4 people found the following review helpful. Excellent Bio of the Disco King By david gabor Going Platinum brilliantly recreates the milieu into which a young Brooklyn Boy named Neil Bogatz underwent a uniquely American transformation to become Neil Bogart, the Disco King. Going Platinum is a good, strong read, with powerful character development not only of Neil Bogart, but also of other pivotal figures in his life that explain his meteoric rise to become the youngest head of a major record label, to his equally meteoric fall from grace. For those who are not familiar with him, Neil Bogart was a towering figure in the 70s and 80s music scene, arguably the heyday of the recorded music industry. It was an era when music and music industry members ruled Sunset Boulevard, ground zero of the pop music world, and it was Neil Bogart, who built Casablanca Records from nothing, who arguably ruled over all of the music industry. He was responsible for breaking landmark acts like Kiss, Donna Summer and many others with his unerring ear for music, showmanship and the "sale." The book is packed with insider details that only the authors, Brett Ermilio and Josh Levine, could provide. Going Platinum recreates the excesses of the "disco era" from the girls to the blow to the Quaaludes that were offered up like candy at Christmas. The book is a quick and compelling read that should not be missed by anyone who loves pop music and the colorful characters who put the boogie into the seemingly endless boogie nights.

The story of the legendary producer, Neil Bogart, founder of Casablanca Records, who made superstars of the 1970s that have stood the test of time: KISS, Donna Summer, the Village People, and Parliament-Funkadelic. Bogart is the upcoming subject of the Justin Timberlake film *Spinning Gold*.

About the Author Brett Ermilio was born in Brooklyn, New York, but his immediate family transplanted to Southern California when his uncle, Neil Scott Bogart, hit it big in the music business. Brett received the Sherill C. Corwin screenwriting award for Best Screenplay for his script entitled *Jacob*. He attended the University of California, Santa Barbara and California State University, Northridge, graduating with a Bachelor's Degree in History. Brett currently resides in New Jersey. Josh Levine's writing credits include a documentary based on the Holocaust restitution case, *Stern v. Generali*, called *On Moral Grounds*. He has also written for the Beverly Hills Courier where he covered the LAUSD. He graduated from the Master's of Professional Writing Program at the University of Southern California in 2003 with a Master's Degree in professional writing. He also works with 826LA, the Young Storytellers Foundation.