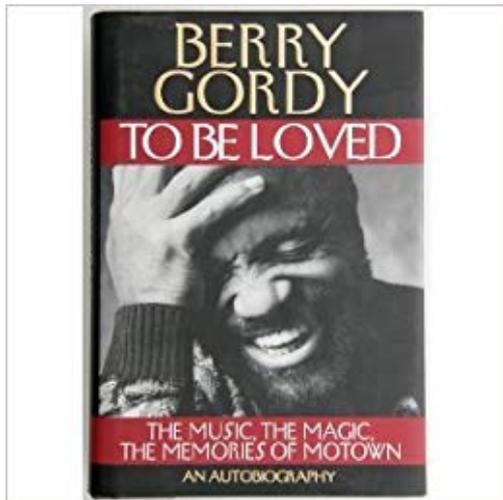


## To Be Loved: The Music, the Magic, the Memories of Motown : An Autobiography *by* Berry Gordy



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Now the man who made Motown, the revolutionary who shattered the color barrier in the American entertainment industry, the visionary who forever changed the way the world hears its music, finally breaks his silence after decades of rumor, gossip and misinformation. In TO BE LOVED, Berry Gordy tells it from the inside, as he lived it, as he made it happen.



## Reviews of the **To Be Loved: The Music, the Magic, the Memories of Motown : An Autobiography** *by* Berry Gordy

### Hellmaster

Just how do you compress a story like Motown into a biography with its huge cast of characters? I think Berry Gordy has managed to pull off a highly readable account of one of the world's most remarkable music stories. There are several Motown books out there, but this is one of its essential

chapters.

Given the way the music business has evolved or devolved, the most striking thing about reading the book now is Berry Gordy's unique place in time. Motown was a phenomenon, and the book gives us some insight into the building blocks and maelstrom that it was. Yes, it was a hits factory - Hitsville - to be precise, and Gordy proudly illustrates his work ethic. Like the Hollywood Studio System, it churned out the songs and provided an infrastructure and system for popular artists to find fame. Did it profit everyone as much as it should? No. But it launched careers and an American musical institution. And that is Berry Gordy's legacy.

Interestingly, this is as much a story about business lessons as it is a biography. The most fascinating insights are about Gordy's views on work, and opportunities. Gordy recognises himself as being an entrepreneur, but also a leader, who with his hardworking and talented team, were also faced with tough choices. He had to make decisions - some right, some wrong, but he made them. Most of all, he does a good job in addressing how the business changed and why Motown ran its course.

What is clear is that Motown would not have existed without Berry Gordy as the catalyst. Like Marvel Comics and Stan Lee - the writers and artists who would create a universe were all sums of the whole.

Motown is just a part of the Gordy story. Berry's formative years are worth reading for where he came from, and how the road led to Motown. He also admits that women, money, gambling and music form his passions and vices. While eventually loved or reviled, the man paid his dues and earnestly forged a path for success - and that I tip my hat off to.

I often wonder what naysayers here realistically expect of autobiographies. Regrets, more regrets, confessions, apologies, pleas for understanding? Given the scope of his life, of course more could have been detailed of various relationships, but you'd need another book.

Gordy doesn't pretend to be an angel and keeps it straight - with candour and clarity in his recollection. Has a lot been left out? Probably, but history is always subjective. Still, this is worth a read for anyone curious about Motown.

PS - I owned the print edition of this but nice to re-read it years later on the Kindle.

#### **Diredefender**

I thoroughly enjoyed reading this book. It was informative, and gave great insight into the inner workings of Motown, by the one who could convey it all best, Berry Gordy.

However, while Mr. Gordy was, for the most part honest and transparent about his personal life, I get the feeling that some of Motown's story was left unwritten.

What was written was very enjoyable to read, and I would highly recommend this book for anyone, especially fans of Motown and the Motown sound.

#### **Steelcaster**

After attending the musical, Motown, I decided to read this book. Enjoyed it immensely. Nice getting the back story on the Motown company and the many stars that I grew up dancing and singing to, and still enjoy. Highly recommend the book: great read!

#### **Haal**

Berry Gordy's book has some interesting moments, but is basically more spin than anything else. He never mentions certain situations that occurred that are pretty much known by the public and had a huge impact (good and bad) on the careers of several Motown artists. Unfortunately, this book has the same feel as Diana Ross' "Secrets of a Sparrow", which was also more fluff PR than anything

else. Maybe this generation believes it's best to leave certain things unsaid and if that's the case, don't bother to write a book.

### **Abywis**

good auto bio of BG, jr. and decent stories of the early days. Some stuff certainly could have been fleshed out a bit more to suit me.. I am a nut for detail of a more personally interesting nature. He justified how and why Motown was sold and good insight into the business behind the recording industry, the money, the stress and the role of DJ's and the chain of middle-men who exist between the artist and your listening ear.

### **Quellik**

I hold Berry Gordy in high reverence. There is no single figure in the entertainment business with the kind of impact that he has made in this world. From his early talents as a key songwriter for "Mr. Excitement Jackie Wilson", I wasn't even aware then that Berry would begin affecting my love of music. One of the first artists I ever saw live was none other than Jackie Wilson. I had to be 6 yrs-9 yrs old at the time. Slowly his influence would captivate me as he discovered the genius of Smokey Robinson and The Miracles.

### **Djang**

How can you write about the Truth, all that Mr. Gordy wrote about I could relate to it. I myself is a product of the Detroit & it's secrets. Thanks Mr. Gordy for sharing your life with us. It has filled in the parts of the puzzle for me. My God continue too bless your efforts. Agape, Irvin Hayes Sr.  
Incredible story and beautifully written. Berry is a very interesting person with a terrific way to tell his story which is super funny, insightful and honest. A great, hard-to-put-down book which he wrote -- it's not a "written with the help of another author" publication. Well done Berry. I'd recommend this book to anyone who enjoys great writing. You won't forget it.

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