



# Don Kirshner: The Man with the Golden Ear: How He Changed the Face of Rock and Roll

*Rich Podolsky*

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(Book). In 1958, long before he created and hosted Don Kirshner's Rock Concert , the most dynamic rock-and-roll series in television history, before he developed The Monkees and created The Archies, Don Kirshner was a 23-year-old kid with just a dream in his pocket. Five years later he was the prince of pop music. He did it by building Aldon Music, a song publishing firm, from scratch. This is about how he did it with teenage discoveries Bobby Darin, Carole King, Neil Sedaka, and more. By 1960, at the ripe old age of 25, Kirshner had built the most powerful publishing house in the business, leading Time magazine to call him "the Man with the Golden Ear." In five short years he coaxed and guided his teenage prodigies to write more than 200 hits. And they weren't just hits, as it turned out, but standards including "On Broadway," "Will You Love Me Tomorrow," "Up on the Roof," "Breaking Up Is Hard to Do," "I Love How You Love Me," "Who Put the Bomp," and "The Locomotion" songs that have become the soundtrack of a generation. "We weren't trying to write standards," said one songwriter. "We were just trying to please Donnie."



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