

BIOGRAPHY

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HERB ALPERT

Herb Alpert has set records in his field which continue to endure. At one point in the extraordinary career of Herb Alpert and the Tijuana Brass, *five* of their albums were ranked simultaneously in the top twenty, a feat that has never been equaled.

From a vantage point that encompasses eighteen albums, and sales of seventy-three million records, Herb Alpert enjoys a wider view of success than most.

After all his hit records, the power of a record to touch people impresses Alpert more than ever. "I think people respond to the emotions in a song when they're truthful. It's how much of your own feelings that you can translate into music. Because the instrument *is* the person."

How many toe taps and smiles have resulted from his revolutionary music? Who were you kissing when you heard "A Taste Of Honey?" His unique, infectious sound paints pictures that the listener finishes with private and intimate resolution.

The sophisticated sensuality of "Rise" danced us through big city "Romance," an important word in Herb's soulful sound. It is also an element that weaves throughout his latest genius endeavor *Bullish*. Co-producing and writing with John Barnes, keyboard wizard and arranger known for his work with the Jacksons, Alpert has made a very contemporary and exciting album. The soaring freedom that sounds through *Bullish* is undeniably his. The electrifying blend of synthesizers and acoustic sounds create a sensual playground for the imagination. You could swear that you see the notes of his trumpet dancing on the upbeat track "Struttin On Five" and the title track "Bullish."

"Most people listen to what's on the radio, I listen to what isn't on the radio."

Innovative is a word that describes the many facets of Herb's personality. He revolutionized instrumental music all over the world, always with a hint of his south-of-the-border spice.

People have tried to copy Herb Alpert's trumpet sound time and time again, but no one can, because it isn't the trumpet that makes the sensitive and soulful sounds of Herb Alpert's unique music . . . This unique man creates music from his soul, using the trumpet to express his sensitivity and art.

"The instrument *is* the person."



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