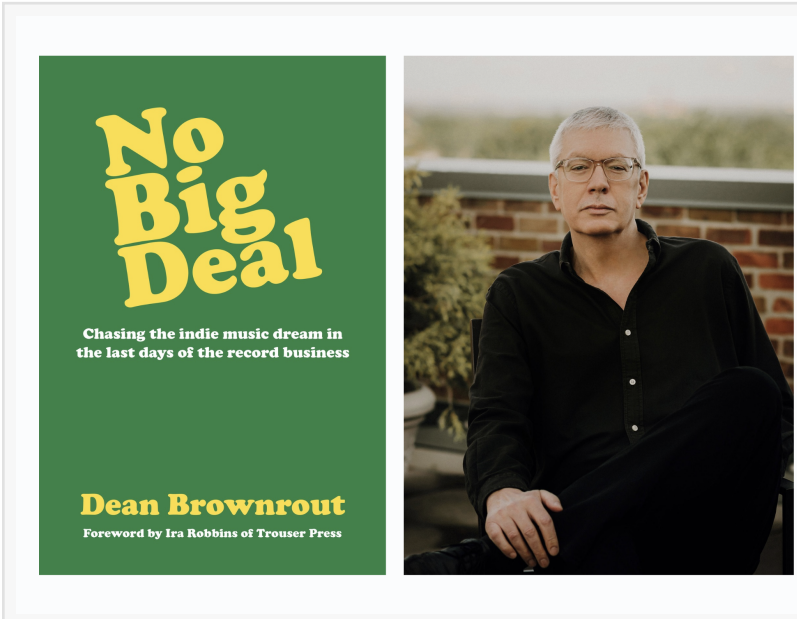
Two Years On, Dean Brownrout's 'No Big Deal' Still Strikes a Chord with Readers and Critics

Behind-the-scenes music memoir continues its award-winning run



Former music business executive's memoir, No Big Deal, is a humorous and nostalgic tale

BUFFALO, NY, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- As "No Big Deal: Chasing the indie music dream in the last days of the record business" (Guernica Editions) reaches the two-year anniversary of its debut on October 1, 2026, Dean Brownrout's behind-the-scenes music business memoir continues to garner international recognition and positive feedback from readers, reviewers, and media outlets.

The book traces Brownrout's unconventional path through the music industry, anchored by his little-known role in the seminal 1984 Roseland Ballroom concert featuring Metallica and Anthrax—a formational night in both bands' careers; his signing of the Goo Goo Dolls to their first recording contract; and his cofounding of the critically acclaimed Big Deal record label in the 1990s. Blending firsthand storytelling with cultural history, "No Big Deal" offers a rare look at a transformative era in the music business told in a wry and self-effacing tone.

Prior to its release, "No Big Deal" shot to the top of Amazon's rock music book-sales charts and earned praise from music industry veterans:

- Francis Macdonald, of BMX Bandits and Teenage Fanclub said, "It made me nostalgic for the pre-internet record industry."
- John Lay, former co-manager of Squeeze and Jools Holland called "No Big Deal," "an honest, unvarnished portrayal of the independent record business at the end of the 20th century, and a well-told personal tale that manages to steer away from showbiz cliches."
- And Robert Singerman, former manager of The Smithereens, and former agent to R.E.M. and

the Violent Femmes succinctly summarized his reaction: “It's a Big Deal, for sure.”

Since its release, “No Big Deal” has collected honors across literary competitions, including the top music category prize at the 19th National Indie Excellence Awards (NIEA) and a Bronze Medal for Memoir/Biography in the 2025 Axiom Business Book Awards for its insightful look at career reinvention and the business of creativity.

Readers and reviewers have cited Brownrout’s, “razor sharp, deadpan wit,” “self-deprecating humor,” and his, “natural storytelling gifts.” Independent Book Review also named "No Big Deal" one of its “Best Books We Read in 2025,” adding to its accolades, saying, “Brownrout isn’t trying to sell a comeback story. He’s offering something rarer: a clear-eyed tribute to the people, places, and instincts that shaped a generation.”

Beyond its literary success, “No Big Deal” has reached new audiences through multiple radio shows and podcasts, including conversations on WFMU and Only Three Lads – Classic Alternative Music Podcast, where Brownrout’s candid reflections on the music industry have been a hit with listeners.

Commenting on the book’s momentum, Brownrout said, “I’m grateful to every reader who has connected with the story, and to every literary organization that has acknowledged it.”

Two years after publication, “No Big Deal” is still finding an enthusiastic audience with music fans, memoir readers, and anyone drawn to stories of personal and professional transformation. Its expanding list of awards and media appearances underscores the book’s ability to resonate across age groups and genres.

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