

## Joe Budden

### "Who"

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It's a business; we got less fans and more critics  
Maybe we at a cross  
Canibus made one of the dopest diss records but some  
still say he lost  
And I ain't believe my ears when niggas tried to tell me  
That KRS-One had a rap beef with Nelly  
If rap was alive, we'd be trying to be the best rappers  
ever  
Not the best rapper alive  
But you won't get accepted at all if you ain't street  
tough  
Onyx was the hardest 'til Sticky got beat up  
Now 'I'm A Thug' is how I got to behave  
If I want to be paid, if I want to see praise  
You know something's wrong when niggas are getting  
shot  
And you got to sit and wonder if the whole thing's  
staged  
It ain't real no more  
Or did we just expand on our audience, maybe we  
appeal to more  
Or, do we just think ya'll are just getting dumber?  
We tried to make getting older getting younger  
Did we lose our hunger? Something's got to give  
Did we outgrow ourselves? Is hip-hop for kids?  
If it is, they turn on MTV Cribs  
And think, "That's where these motherfuckers really  
live! "  
Or, was it when Lauryn Hill dropped a classic?  
So did the Fugees, till Wyclef tapped it  
Songs don't do it no more, the shit's shocking  
Seen it when "Lean Back" had the whole world rocking  
Now it's "Fuck your bars! " if your hook is fly  
So we look at Crooked I with a crooked eye  
Dope ass rappers ain't seeing no dough  
If everything's commercial, where the fuck is the show?  
But anybody making a dime, see, I'm a wish well  
Still we took a big L losing Big L  
Or was it when YouTube came in the game?  
Now nobodys from their living room can make a name  
Or when Indies like Koch came and blew up

Niggas at the majors, they literally threw up  
To some, it ain't fun no more  
You know it's fucked up when DMC don't talk to Run no  
more  
Too many egos, like we ain't one no more  
Shit's predictable, niggas ain't stunned no more  
We starting to see shit we never seen before  
At one point, we even had the magazines at war  
Or, was it street DVD's like Smack  
Showed you just how stupid your favorite rapper would  
act?  
This shit get lifeless  
When MTV made a list of the hottest and ignored the  
nicest  
Changed the whole steelo  
I mean the averaged fan never heard of Goodie Mob or  
a Cee Lo  
But they heard of Gnarls Barkley  
And Dr. Carter still say we got a heartbeat  
I ain't going to lie, I was scared to death, straight up  
I started to hear rumors of an OutKast breakup  
I was like, "That ain't true, it sounds desperate"  
Then started to see Big Boi and 3K separate  
Had periods where it was drier than a desert  
Are we all killing this shit? Is it a group effort?  
Are we alive and well or barely surviving?  
Is it R&B's fault? Them niggas is thriving  
Then a lot of people go and blame LimeWire  
I don't think it's downloading dog, the line's tired  
Did the fans just get tired of the outcome?  
One dope single and a bullshit album  
So they share albums with each other  
Was it Master P with them ugly ass album covers?  
Or when we started appearing in the news?  
Timberland said they didn't want black niggas wearing  
they boots  
I mean, I know it got foggy, at least blurry  
When the label dude got knocked out by Keith Murray  
Or was it when we became obsessed with the brand  
names?  
Had the kids trying to buy shit they can't name  
And some think the evidence is ample  
Did it start when Puff took advantage of the sample?  
Is it all watered down with no fire?  
If you had enough money you can buy a ghostwriter  
Or the Diamond District, Jacob the Jeweler  
Had to buy his watch to be looked at as cooler  
Fucking with them trends  
Our stupid asses wasted a hundred grand on shit that  
ain't even in  
Look, is the game now as bad as it's ever been?

It's not ringtones, just the songs that they represent  
I heard all of them  
The sad part I wouldn't recognize most these niggas if I  
saw them  
I can't explain it, I don't know what to tell you  
Now going Gold is look at as a failure  
Maybe old heads in charge just weren't able  
DJ's is spinning now with no turntable  
Maybe the fans are just bored of us  
Or maybe there ain't enough room for all of us  
It's like even a friendship will stop at a point  
Mike Jones went platinum off of Slim Thug's joint  
But there's so many ways to get fucking rich  
Supahead caked off by just sucking dick  
Did we sell out just to get in demand more?  
Did we go against everything we used to stand for?  
Both are likely  
There's two sides to a coin, who you rolling with:  
Souljah Boy or Ice-T?  
Some niggas want to sit around and complain about  
I rather analyze, seek how it came about  
If we could rewind the world  
We wouldn't have to watch Flava Flav try to find his girl  
Look, today it's all about marketing and promo  
I remember VH1 was just for old folks  
But no ma'am  
If I ain't know better, I would think that mix show is now  
programmed  
We let the power of the dollar annihilate us  
Now the size of our chain going to validate us  
It's too simple; they can't think we're really deep  
I just heard Chris Brown on the A Millie beat  
Seen a video, it's called looking ass niggas  
Grabbed the remote, tired of looking at niggas  
But that let a nigga know if we ain't dead  
Then we just half alive, maybe brain dead  
Did it start when Capone left Nore?  
Nah, he went to jail, that's a whole different story  
Or, maybe something's really wrong with our ears  
Obie Trice got dropped, so much for +Cheers+  
Female emcees, they don't ever hit the target  
Somebody said they saw Amil working in a Target  
The sad part is we already lost Remy  
Or did we go wrong when E-v-e got skinny?  
What's up with Jacki-O, Rah Digga? That I can't figure  
And Trina ain't been the same since +Nan Nigga+  
I know it had to do something to his heart beat  
When Lady of Rage started doing Steve Harvey  
I know we caught a little trauma  
Somewhere between Yo Yo, Boss, and Lil Mama  
Lot of females found another way to extort

Most of our video models have turned escort  
Do anything to see dough  
So they'll exchange sex with an artist or director for a  
lead role  
Or should we get back to basics?  
Where's the Rakims or the Master Aces?  
The Big Daddy Kanes, or did we never recover  
From Dre not being on the side of Ed Lover  
Or when rap dude started signing their friends  
Instead of going out and trying to find niggas with  
skill?  
Seen it happen when D-12 put out +Purple Pills+  
And while the whole hood laughed, them niggas sold a  
mil  
Some of us ain't prepared for something so lucrative  
I just heard Yung Berg say some stupid shit  
Like we almost caught one in the torso  
When each Bone Thugs member took they own  
crossroads  
Some disagree, some got to see the same  
Or maybe Hip-Hop died on Aailyah's plane  
If it relocated where did it move to?  
I still Love H.E.R. the way Common used to  
Or did Bill O' Reilly come fuck up the spirit  
With negative remarks about everybody's lyrics?  
Spend all this time dissing us  
Nigga you 95-years old, motherfucker shouldn't be a  
listener  
Lost Jam Master, who was +Tougher Than Leather+  
Or did it start when Treach started fucking Pepa?  
As our jeans got tighter and our tee's got longer  
I'm trying to figure which age group do we belong to  
Or did we all go astray the second Dr. Dre left N.W.A.?  
I mean in my opinion we was on easy street  
When he was beefing with Eazy-E  
Or did we get fucked up when producers found a way  
to cheat?  
Signing unknown niggas to start making their beats  
If you sell your own shit it got to go for cheap  
Put my name on it so the price increase  
Or, is it cause everybody's so self-centered?  
Is that the reason Hip Hop itself ain't centered?  
Or have we already seen this shit with our own eyes?  
Rico Suave, Hammer, and Vanilla Ice  
Everybody want in the game so in return  
You got label executives fucking their interns  
And anybody looking at that new Vibe bracket  
Should see that they don't know a thing about this rap  
shit  
Or maybe we should of stopped being proud  
When there was no more Rawkus and no more Loud

Tried to get conscious around Vote or Die  
So they made it look like all our votes was lies  
As the years go on it's like we keep getting more voids  
We got lost when we lost one of the Lost Boys  
I knew we was impersonating a fraud  
When Kay-Slay smacked my man at the awards  
Regardless, it's our fault as artists  
Running with entourages who act like they ain't never  
left the projects  
Who do we want to target  
Will they put an Uncle Murda CD in a Wal-Mart or a  
Target  
We got the nerve to not want to hear Ras Kass  
But fuck with V.I.C. "Get Silly" and that trash  
I felt ashamed  
When J-Kwon told me he ain't like Raekwon cause he  
stole his name  
Was back when everybody in the club got +Topsy+  
Now every contract got to be 360  
So fuck eating better scrape the plate  
Now every beat got to at least have an 808  
Did the lights get dim when we first heard Mims  
And said "Another New York rapper on the South tip"?  
Is it overcrowded?  
They keep saying, "If it's so fucked up, then do  
something about it"  
I doubt it, there's just one thing they don't understand  
That job is way bigger then just one man  
Or maybe all of these pleas that it's deceased  
Is false and it's right where it needs to be?  
Maybe we built on something that'll last forever  
See 'Face and Geto Boys just got back together  
Maybe no one can stop us, even other genre's now jock  
us  
We even doing songs with the rockers  
How is that the feeling?  
Kanye's +Amazing+, Wayne just sold a Million  
We closer to a ceiling  
How are we in a coma  
When we the only business you can excel without a  
diploma?  
Technology changed, made everything simple  
MySpace is now a dude's bio slash demo  
Aside from this rap we generating more money  
We took it global and penetrated other countries  
So let's celebrate, sip some Cris  
Some more shit we embrace just to end up dissed  
Go and buy the bar out so we can all get bent  
Let's go and cop a bunch of cars just to still pay rent  
Or here's another bright idea to entertain  
Let's go and put our face on the bottom of a chain

Are some of us just nigga rich, with nigga money?  
While jews keep laughin, "Look at these nigga  
dummies"  
Should Hip Hop be a stepping stool  
Till we find another role we can step into?  
Some of us doing movies as a matter of fact  
And some never stopped to plan life after rap  
I mean, as a whole did we stop moving further  
Around the time Snoop Dogg went on trial for murder?  
Or was it Scarface creating these clones?  
30 years later everybody's still Tony  
Maybe anybody complaining is deranged  
Can you expect something to grow and not change?  
We're socially accepted, deviated our old route  
To simplify the term we all sold out  
I think I figured out who's to blame  
Started out Obama, ended up McCain  
So we Kurt Cobained ourself and we're defeated  
So next time they ask "who killed it? " tell them "we  
did"

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