

= GHV2 =

GHV2 (an abbreviation of Greatest Hits Volume 2) is the second greatest hits album by American recording artist Madonna . Maverick and Warner Bros. Records released it on November 12 , 2001 , coinciding with the video album , Drowned World Tour 2001 . A follow @-@ up to The Immaculate Collection (1990) , GHV2 contains a collection of singles during the second decade of Madonna 's career . Madonna mentioned that she only included " songs that I could listen to five times in a row " on it . The album did not contain any new songs , but a promotional single , " GHV2 Megamix " , was released to promote it , with remixes by Thunderpuss , John Rocks & Mac Quayle and Tracy Young . Another promotional remix album was released alongside , titled GHV2 Remixed : The Best of 1991 ? 2001 .

GHV2 received generally positive reviews from music critics , who deemed it as an essential compilation , although some criticized the absence of new material . Commercially , the compilation was successful , peaking at number seven on the US Billboard 200 and was certified platinum by the Recording Industry Association of America (RIAA) . Elsewhere , GHV2 also attained success , reaching the top five in Australia , Germany , the United Kingdom and several other European countries . It was the 14th best @-@ selling album of the year and has sold more than seven million units worldwide .

= = Background and development = =

In early September 2001 , media reported that Madonna had recorded two songs , " Sex Makes the World Go Round " and " Veronica Electronica " , to be included on the forthcoming greatest hits album . The last title was from an unreleased remix album in collaboration with William Orbit . It was also reported that the album would be titled The Immaculate Collection 2 . However , both the title and new songs rumors were proven false . After the final show of Madonna 's Drowned World Tour on September 15 , 2001 , MTV News confirmed that the singer had planned to release a greatest hits album in November 2001 . On October 4 , 2001 , Maverick Records eventually announced the track list of GHV2 as well as its official release date . The album coincided with the release of the DVD / VHS video album of the tour .

A sequel to her first greatest hits album , The Immaculate Collection (1990) , GHV2 included fifteen singles released during Madonna 's second decade in the recording industry , starting from " Erotica " (1992) to " What It Feels Like for a Girl " (2001) . Unlike the former release , GHV2 did not feature any new material . In an interview with BBC 's Jo Whiley , Madonna spoke about the selection of the tracks , " I only wanted songs that I could listen to five times in a row . " She also added that " If you listen to the record , you can really see my evolution as a singer , songwriter , and , more important , a human being . " Madonna felt that because it was a " greatest hits " , it should only contain previously released hit songs . In an interview with MSN she clarified , " Because [GHV2 is] my greatest hits . New songs would be false advertising because if it 's a new song , it wouldn 't be considered a greatest hit . That 's a little presumptuous isn 't it ? " Several of her popular singles of that period were excluded from the album . Despite being a worldwide number @-@ one hit in 2000 , " American Pie " was also excluded because Madonna had regretted putting it on her eighth studio album , Music (2000) . " It was something a certain record company executive twisted my arm into doing , but it didn 't belong on the album so now it 's being punished ... My gut told me not to [put the song on Music] , but I did it and then I regretted it so just for that reason it didn 't deserve a place on GHV2 . " she said . Other notable exclusion were " This Used to Be My Playground " , " Rain " , " I 'll Remember " and " You 'll See " ? all of which had been included on her ballads compilation Something to Remember (1995) .

The album was originally titled Greatest Hits : The Second Coming , but Madonna decided to name it change the name to GHV2 just before it was released as " it 's a title you will remember " and also because of " laziness " , due to the fact that she had just finished the Drowned World Tour and was about to begin filming Swept Away (2002) . The cover picture is from a 2001 photo shoot for InStyle magazine , by Regan Cameron . It was revealed through Madonna 's official website , on

October 18 , 2001 . Cameron recalled that they had been given the assignment of shooting Madonna for InStyle and he was nervous . It was shot at Smashbox Studios in Los Angeles and he tried out first with a polaroid . Madonna approved of it and continued shooting , took direction from him and was present throughout the day for trying out different pictures . Two of the pictures from the session were used by Madonna , first one showing her with finger on her lips as a promotional photo for the HBO debut of her Drowned World Tour video , and another one showing her with hair in front of her right eye for GHV2 . Cameron also contributed artwork to the inner sleeve , which features 600 photographs of Madonna . " GHV2 " can also be seen on the cover picture on Madonna 's eye . The sleeves also contains Japanese lettering (???????) , which is the result of typing the letters ' M @-@ A @-@ D @-@ O @-@ N @-@ N @-@ A ' on an English keyboard but with the keys re @-@ mapped to their positions on a Japanese kana keyboard . It is pronounced as " Mo @-@ Dzi @-@ Ji @-@ Ra @-@ Mi @-@ Mi @-@ Dzi " .

= = Release and promotion = =

In order to promote the album , Madonna 's recording company Warner Bros. spent £ 1 million (£ 1 @. @ 49 million in 2016 dollars) on its promotion , to generate excitement in the album without the support of media interviews or TV performances , as Madonna was in Malta filming Swept Away . A company executive said , " There will be no Top of the Pops appearance or interview on Radio One or in Q magazine this time so we want the unusual name to get people thinking about the association between Madonna and GHV2 " and to generate extra media interest to compensate for the artist 's unavailability to promote the release at the time . However , in December , Madonna made an appearance at the 2001 Turner Prize award ceremony and mentioned that she " had a new record in stores called GHV2 " .

Madonna 's company Maverick Records sent a promotional megamix titled " GHV2 Megamix " to radio stations in order to promote the compilation , on October 29 , 2001 . However , it was limited to airplay , and was never released commercially nor included on GHV2 . The songs featured , in chronological order , were " Don 't Tell Me " , " Erotica " , " Secret " , " Frozen " , " What It Feels Like for a Girl " , " Take a Bow " , " Deeper and Deeper " , " Music " and " Ray of Light " . Remixes were produced by Thunderpuss , Johnny Rocks & Mac Quayle and Tracy Young . Chris Cox from Thunderpuss explained , " Basically , they were doing the greatest @-@ hits album ... and so they approached actually a couple of different remix entities to take a stab at doing a megamix , and it was kind of a cattle call , actually . They basically liked ours the best and so they put it out . " The remix peaked at number five on the Billboard Hot Dance Club Play chart in 2001 . The " GHV2 Megamix " ' s accompanying music video , directed by Dago Gonzalez of Veneno Inc . , was compiled of images of Madonna 's live performances and previous music videos and premiered on November 2 , 2001 , through Total Request Live (TRL) and MTV 's website . Chuck Taylor from Billboard complimented the remix , saying that " its quite a trip down 80s memory lane from an artist whose continually evolving body of work stands strong ? even when summarized in this novel context . "

In December 20 , 2001 , Maverick Records also released a promotional album GHV2 Remixed : The Best of 1991 ? 2001 , featuring remixed versions of tracks from GHV2 , except " Take a Bow " , " Don 't Cry for Me Argentina " , and " The Power of Good @-@ Bye " . Like the promotional megamix single release , it was not made commercially available . Remixes were done by Victor Calderone , Junior Vasquez , BT , Sasha , Timo Maas , and Hex Hector . MTV France listed the remixes on their website for streaming .

= = Critical reception = =

The compilation received generally positive reviews from music critics . Music journalist Robert Christgau gave a positive review , stating that Madonna " gleans goodies from the overrated Bedtime Stories and Ray of Light , mixes in the glorious soundtrack @-@ only ' Beautiful Stranger ' and the dismal soundtrack @-@ only ' Don 't Cry for Me Argentina ' , and hands it all over to Mirwais

for sonic tweaking I 'm not interested enough to pin down " , while calling it as " an essential package " . A writer from the South Wales Echo gave a positive review , saying that GHV2 is " an essential pop album " and " truly immaculate " . MusicOMH 's Michael Hubbard complimented the inclusion of " Don 't Cry For Me Argentina " from Evita and " Beautiful Stranger " from the Austin Powers sequel The Spy Who Shagged Me , saying that they " are worthy inclusions ... compiling this collection didn 't require much imagination , the end result does the job ? the CD is exactly what it says on the tin . "

John Aizlewood from The Guardian gave the compilation four out of five stars , stating : " GHV2 is sufficiently confident to avoid remixes or new tracks . Desperate times , however , call for desperate measures " . Ian Wade from Dotmusic positively reviewed the compilation saying , " Had ' GHV2 ' been released before 1998 , it would 've been a not much fun bunch of ballads and arsery . Thankfully , for the sake of herself , her fans and mankind in general , Madge had a bit of re @-@ think . [...] GHV2 contains some of the best pop music made by anybody " , although he criticized the omission of some singles like " Nothing Really Matters " or " Rain " . Cristine Leach from Raidió Teilifís Éireann gave the compilation 4 out of 5 stars , saying that " [Madonna] is still the queen of pop and GHV2 is essential listening . One for the multiple personality in you this Christmas . " Dugald Baird from Music Week noted : " the set is something of an anti @-@ climax , although it is an essential purchase for her army of fans " .

Giving the album 8 on 10 , Alex Needham from NME criticized the compilation 's lack of new tracks , and said " while far from immaculate , this is still quite a collection " . About GHV2 , New Strait Times ' Christie Leo commented that " this second volume of greatest hits isn 't as immediately accessible as the first . But that 's not what this collection is all about . This 14 @-@ track set actually provides a more daring glimpse into the inner machinations of the music marketing juggernaut , Madonna " . AllMusic writer Stephen Thomas Erlewine gave a mixed review calling it " slightly disappointing " , justifying that it was because during the 1990s , Madonna was an album artist . He finished his review saying that " the end result is less than the sum of its parts , even if this is a good way to get all of Madge 's 90s hits at once . " Sal Cinquemani from Slant Magazine commented that " GHV2 certainly encapsulates the second decade of the performer 's boundary @-@ bridging career " , but criticized the lack of new material , and its " choppy edits , random sequences and missing links " , saying : " the collection doesn 't seem to do justice to a career that has always been ahead of the game and focused on the future " . Charlotte Robinson from PopMatters criticized its sequencing , stating , " Chronological sequencing would have made it easier to follow the course of Madonna 's musical evolution . But would these changes have made GHV2 a significantly better album ? Probably not . As it stands , it 's the best summary of Madonna 's second decade as a performer we 're going to get . "

= = Commercial performance = =

In the United States , the compilation entered at number seven on the Billboard 200 chart on the week dated December 1 , 2001 , with first week sales of 150 @,@ 000 copies . It was an improvement from the 113 @,@ 000 copies sold by her 1995 ballad compilation album , Something to Remember . However , GHV2 also became her lowest debut on the chart since The Immaculate Collection (1990) , which debuted on the Billboard 200 at number 32 . Every Madonna album had debuted in the top six until GHV2 . It was present for a total of 18 weeks on the chart and ranked at number 58 on the Billboard 200 year end chart for 2002 . As of August 2009 , the album has sold 1 @,@ 385 @,@ 000 copies in the region according to Nielsen SoundScan , with an additional 90 @,@ 000 sold at BMG Music Clubs . Nielsen SoundScan does not count albums sold through clubs like the BMG Music Service . It received a platinum certification from the Recording Industry Association of America (RIAA) for shipping over a million copies . In Canada , the album debuted at number 11 on the Canadian Albums Chart , being present in the top 100 for a total of 16 weeks . It was certified platinum by Music Canada (MC) for selling over 100 @,@ 000 copies .

Even before its release in the United Kingdom , the compilation had broken a record as the album with most shipments before release , with 750 @,@ 000 copies shipped , overtaking the previous

pre @-@ release high of 650 @,@ 000 copies achieved by Simply Red 's compilation album , Greatest Hits (1996) . GHV2 debuted at number two on the UK Albums Chart , after competing for the top spot with Westlife 's third studio album , World of Our Own , with the boy band outselling Madonna by two to one in the midweek chart . The album was present for a total of 33 weeks inside the chart , and was certified double platinum by the British Phonographic Industry (BPI) . As of May 2006 , the compilation has sold 804 @,@ 076 copies according to the Official Charts Company . GHV2 also debuted at number two , behind Westlife 's album in Ireland and Scotland . Across Europe , the compilation reached the top of the chart in Austria , and reaching the top @-@ ten in Belgium (Flanders and Wallonia) , France , Germany , Hungary , Italy , Norway , Spain and Switzerland . On the combined European Top 100 Albums , GHV2 peaked at number five .

GHV2 debuted at number three on the Australia ARIA Charts , and was present for a total of 13 weeks within the top 50 . The Australian Recording Industry Association (ARIA) certified it platinum for shipment of 70 @,@ 000 copies . It had moderate performance in New Zealand where it debuted at number eight on the Recorded Music NZ 's album chart , and received a gold certification for shipment of 7 @,@ 500 copies . The album was successful in Japan , where it received a platinum certification from the Recording Industry Association of Japan (RIAJ) for selling over 200 @,@ 000 copies . GHV2 was the 14th best @-@ selling album of 2001 , selling 4 @.@ 9 million copies worldwide in that year according to the International Federation of the Phonographic Industry (IFPI) . In total GHV2 has sold over seven million copies as of October 2007 .

= = Track listing = =

= = Credits and personnel = =

Credits for GHV2 adapted from AllMusic .

= = Charts = =

= = Certifications = =