

3 Kings Diddy Dr Dre Jay Z And Hip Hops Multibillion Dollar Rise

In the tradition of bestsellers such as Shoedog, Authentic is a surprisingly candid, compelling memoir by a high school dropout who went on to establish one of the world's most iconic brandsPaul Van Doren is the founder of Vans—the shoe company beloved by skateboarders, creatives, and fans everywhere for its laid-back, colorful SoCal vibe, and famous for its people-oriented company culture. How did Van Doren, who started as a 16-year-old "service boy" at a local rubber factory, establish a family shoe business that evolved into a globally recognized brand with annual revenue of more than four billion dollars? A blue-collar kid with no higher education and zero retail experience, Van Doren leveraged a knack for numbers, a genius for efficiency, and the know-how to make a great canvas tennis shoe into an all-American success story. In 1966, when the first House of Vans store opened, there were no stand-alone retail stores just for sneakers. Paul's bold experiments in product design, distribution, and marketing (Why not sell custom shoes? Single shoes?), aided by legions of fans—skateboarders, surfers, even Sean Penn wearing Vans' famous checkerboard slip on shoe in the film Fast Times at Ridgemont High—made Vans a household name. But there was also back-breaking work, a shocking bankruptcy, family turmoil, and a profound shift in how customers think about athletic shoes. Authentic details Van Doren's personal life, but also hard-won business lessons learned over six turbulent decades in the shoe trade: the importance of deep-rooted values, of improvisation, of vision (and revision), and above all, of valuing people over profits. Refreshingly forthright and totally entertaining, Authentic is a business memoir by an American original.

Dorothy Carvello knows all about the music biz. She was the first female A&R executive at Atlantic Records, and one of the few in the room at RCA and Columbia. But before that, she was secretary to Ahmet Ertegun, Atlantic's infamous president, who signed acts like Aretha Franklin and Led Zeppelin, negotiated distribution deals with Mick Jagger, and added Neil Young to Crosby, Stills & Nash. The stories she tells about the kingmakers of the music biz are outrageous, but it is her sinuous friendship with Ahmet that frames her narrative. He was notoriously abusive, sexually harassing Dorothy on a daily basis. Carvello reveals here how she flipped the script and showed Ertegun and every other man who tried to control her that a woman can be just as willing to do what it takes to get a hit. Never-before-heard stories about artists like Michael Jackson, Madonna, Steven Tyler, Bon Jovi, INXS, Marc Anthony, and many more make this book a must-read for anyone looking for the real stories on what it takes for a woman to make it in a male-dominated industry.

Little Willie John lived for a fleeting 30 years, but his dynamic and daring sound left an indelible mark on the history of music. His deep blues, rollicking rock 'n' roll and swinging ballads inspired a generation of musicians, forming the basis for what we now know as soul music. Born in Arkansas in 1937, William Edward John found his voice in the church halls, rec centers and nightclubs of Detroit, a fertile proving ground that produced the likes of Levi Stubbs and the Four Tops, Stevie Wonder, Aretha Franklin, Diana Ross and the Supremes, Smokey Robinson and Hank Ballard and the Midnighters. One voice rose above the rest in those formative years of the 1950s, and Little Willie John went on to have 15 hit singles in the American rhythm & blues chart, with considerable cross-over success in pop. Some of his songs might be best known by their cover versions ("Fever" by Peggy Lee, "Need Your Love So Bad" by Fleetwood Mac and "Leave My Kitten Alone" by The Beatles) but Little Willie John's original recording of these and other songs are widely considered to be definitive, and it is this sound that is credited with ushering in a new age in American music as the 1950s turned into the 60s and rock 'n' roll took its place in popular culture. The soaring heights of Little Willie John's career are matched only by the tragic events of his death, cutting short a life so full of promise. Charged with a violent crime in the late 1960s, an abbreviated trial saw Willie convicted and incarcerated in Walla Walla Washington, where he died under mysterious circumstances in 1968. In this, the first official biography of one of the most important figures in rhythm & blues history, author Susan Whitall, with the help of Little Willie John's eldest son Kevin John, has interviewed some of the biggest names in the music industry and delved into the personal archive of the John family to produce an unprecedented account of the man who invented soul music." "Little Willie John is the soul singer's soul singer." – Marvin Gaye "My mother told me, if you call yourself 'Little' Stevie Wonder you'd better be as good as Little Willie John." – Stevie Wonder "Willie John was one of the most brilliant singers you would ever want to come across, bar none. There are things that were great, there are things that were good. Willie John was past great." – Sam Moore "Little Willie John did not know how to sing wrong, know what I mean?"– Dion "Little Willie John was a soul singer before anyone thought to call it that." –James Brown

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In Human + Machine, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. Human + Machine provides the missing and much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

The Poetics of Hip Hop

Canada and the World to the 1990s

Contact High

The Biography

Ideas for Meaningful Work

Lay an Egg and Make Chicken Soup

The Africanist Aesthetic in Global Hip-Hop

The World of Black Sci-Fi and Fantasy Culture

h1 How Hollywood cashed in on the latest tech boom-and changed the face of Silicon Valley. A decade later, Kutcher is perhaps the brightest in a firmament of star investors from Beyoncé and Jay-Z to Jennifer Lopez and Alex Rodriguez. Bartering credibility and connections in exchange for early (and often discounted) access to the world's most coveted investment opportunities, this diverse group changed the face of venture capital while amassing portfolios packed with companies like Airbnb, Spotify, and Uber. But how did two once-dissonant universes-Silicon Valley and Hollywood-become intertwined? Forbes senior editor Zack O'Malley Greenburg told the first chapter of Kutcher's transformation for the magazine's cover story in 2016. Now he offers a lively, page-turning account of how this motley crew of talent managers, venture capitalists, and celebrities helped the creative class forge a brand-new blueprint for generational wealth. Through extensive reporting and exclusive interviews with more than 100 key players-including Shaq, Nas, Joe Montana, Sophia Bush, Steve Aoki, Tony Gonzalez, and dozens of behind-the-scenes power brokers-Greenburg sheds light on the unlikely group that fundamentally transformed the value of fame.

"Raw, authoritative, and unflinching ... An elaborately detailed, darkly surprising, definitive history of the LA gangsta rap era." -- Kirkus, starred review A monumental, revealing narrative history about the legendary group of artists at the forefront of West Coast hip-hop: Eazy-E, Dr. Dre, Ice Cube, Snoop Dogg, and Tupac Shakur. Amid rising gang violence, the crack epidemic, and police brutality, a group of unlikely voices cut through the chaos of late 1980s Los Angeles: N.W.A. Led by a drug dealer, a glammed-up producer, and a high school kid, N.W.A gave voice to disenfranchised African Americans across the country. And they quickly redefined pop culture across the world. Their names remain as popular as ever -- Eazy-E, Dr. Dre, and Ice Cube. Dre soon joined forces with Suge Knight to create the combustible Death Row Records, which in turn transformed Snoop Dogg and Tupac Shakur into superstars. Ben Westhoff explores how this group of artists shifted the balance of hip-hop from New York to Los Angeles. He shows how N.W.A.'s shocking success lead to rivalries between members, record labels, and eventually a war between East Coast and West Coast factions. In the process, hip-hop burst into mainstream America at a time of immense social change, and became the most dominant musical movement of the last thirty years. At gangsta rap's peak, two of its biggest names -- Tupac and Biggie Smalls -- were murdered, leaving the surviving artists to forge peace before the genre annihilated itself. Featuring extensive investigative reporting, interviews with the principal players, and dozens of never-before-told stories, Original Gangstas is a groundbreaking addition to the history of popular music.

Traces the rise of hip-hop from a niche genre to mainstream culture, revealing how it has contributed to a new generation of multi-ethnic consumers who share experiences and values that can be tapped for marketing campaigns.

Explores the influence of youth culture on transforming mainstream society through innovative cooperative venues and modern "do-it-yourself" values, in a report that reveals what can be learned through the indirect social experiments being performed by today's young artists and entrepreneurs. Reprint.

Empire to Umpire

A Fast Life, Mysterious Death, and the Birth of Soul

The History of the Business of Hip-Hop

The Tanning of America

The 3-1-2-1 Diet

Hustle Harder, Hustle Smarter

Afrofuturism

Billionaire Branding

A biography of the American record producer, hip hop producer, rapper, actor, and record executive reveals the family dynamics that shaped him and his music, the story behind the breakup of N.W.A., and his longstanding friendship with Snoop.

In The Kinfolk Entrepreneur, author Nathan Williams introduces readers to 40 creative business owners around the globe, offering an inspiring, in-depth look behind the scenes of their lives and their companies. Pairing insightful interviews with striking images of these men and women and their workspaces, The Kinfolk Entrepreneur makes business personal. The book profiles both budding and experienced entrepreneurs across a broad range of industries (from fashion designers to hoteliers in cities across the globe (from Copenhagen to Dubai). Readers will learn how today ’ s industry leaders handle both their successes and failures, achieve work-life balance, find motivation in the face of adversity, and so much more.

The inside story of the clash of two of Wall Street’s biggest, richest, toughest, most aggressive players--Carl Icahn and Bill Ackman--and Herbalife, the company caught in the middle With their billions of dollars and their business savvy, activist investors Carl Icahn and Bill Ackman have the ability to move markets with the flick of a wrist. But what happens when they run into the one thing in business they can't control: each other? This fast-paced book tells the story of the clash of these two titans over Herbalife, a nutritional supplement company whose business model Ackman questioned. Icahn decided to vouch for them, and the dispute became a years-long feud, complete with secret backroom deals, public accusations, billions of dollars in stock trades, and one dramatic insult war on live television. Wapner, who hosted that memorable TV show, has gained unprecedented access to all the players and unravels this remarkable war of egos, showing the extreme measures the participants were willing to take. When the Wolves Bite is both a rollicking, entertaining read--a great business story of money and power and pride.

Art and business are often described as worlds apart, even diametric opposites. And yet, these realms are close cousins in creative industries where firms bring cultural goods to market, attaching price tags to music, paintings, theater, literature, film, and fashion. Building on theories of value construction and cultural production, Culture and Commerce details the processes by which artistic worth is decoded, translated, and converted to economic value. Mukti Khaire introduces readers to three industry players: creators, producers (who bring to market and distribute cultural goods), and intermediaries (who critique and rave about them). Case studies of firms from Chanel and Penguin to tastemakers like the Pritzker Prize and The Sundance Institute illuminate how these professionals construct a vital value chain. Highlighting the role of "pioneer entrepreneurs" — who carve out space for radical, new product categories—Khaire illustrates how creative professionals influence our sense of value, shifting consumer behavior and our culture in deep, surprising ways.

Decoded

Bow's Guide to Black-ish Parenting

Diddy, Dr. Dre, Jay-Z, and Hip-Hop's Multibillion-Dollar Rise

An A&R Woman's Story of Surviving the Music Industry

Power Moves

What Your Birthday Reveals About You

3 Kings

When the Wolves Bite

Spanning 25 years of serious writing on hip-hop by noted scholars and mainstream journalists, this comprehensive anthology includes observations and critiques on groundbreaking hip-hop recordings.

Featuring rare outtakes from over 100 photoshoots alongside interviews and essays from industry legends, Contact High- A Visual History of Hip-Hoptakes readers on a chronological journey from old-school to alternative hip-hop and from analog to digital photography. The ultimate companion for music and photography enthusiasts, Contact High is the definitive history of hip-hop's early days, celebrating the artists that shaped the iconic album covers, t-shirts and posters beloved by hip-hop fans today.

If asked to list the greatest innovators of modern American poetry, few of us would think to include Jay-Z or Eminem in their number. And yet hip hop is the source of some of the most exciting developments in verse today. The media uproar in response to its controversial lyrical content has obscured hip hop's revolution of poetic craft and experience: Only in rap music can the beat of a song render poetic meter audible, allowing an MC's wordplay to move a club-full of eager listeners.Examining rap history's most memorable lyricists and their inimitable techniques, literary scholar Adam Bradley argues that we must understand rap as poetry or miss the vanguard of poetry today. Book of Rhymes explores America's least understood poets, unpacking their surprisingly complex craft, and according rap poetry the respect it deserves.

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A-List Angels

An Introduction to Virtual Reality and Augmented Reality Marketing, Branding, and Communications

Blockbusters

What to Do When Things Go Wrong: A Five-Step Guide to Planning for and Surviving the Inevitable—And Coming Out Ahead

Eat and Cheat Your Way to Weight Loss--up to 10 Pounds in 21 Days

Keepers of the Flame

Authentic

The Rise, Fall, and Rebirth of a Billion-Dollar Empire

“There has never been a better book about hip-hop...a record-biz portrait that jumps off the page.”—A.V. Club THE INSPIRATION FOR THE VH1 SERIES THE BREAKS The Big Payback takes readers from the first \$15 made by a “rapping DJ” in 1970s New York to the multi-million-dollar sales of the Phat Farm and Roc-a-Wear clothing companies in 2004 and 2007. On this four-decade-long journey from the studios where the first rap records were made to the boardrooms where the big deals were inked, The Big Payback tallies the list of who lost and who won. Read the secret histories of the early long-shot successes of Sugar Hill Records and Grandmaster Flash, Run DMC’s crossover breakthrough on MTV, the marketing of gangsta rap, and the rise of artist/ entrepreneurs like Jay-Z and Sean “Diddy” Combs. 300 industry giants like Def Jam founders Rick Rubin and Russell Simmons gave their stories to renowned hip-hop journalist Dan Charnas, who provides a compelling, never-before-seen, myth-debunking view into the victories, defeats, corporate clashes, and street battles along the 40-year road to hip-hop’s dominance. INCLUDES PHOTOGRAPHS

Bow Johnson, a doctor and the beloved mother of five hilarious children on ABC’s hit comedy “black-ish” is writing a parenting book. Bow will share some of the outrageous scenarios she has faced as a mom and how she dealt with the situations and the consequences. Bow will show us that imperfect parenting can often turn out perfect children. The book will be featured prominently on the show.

Asserting that hip hop culture has become another locus of postmodernity, Osumare explores the intricacies of this phenomenon from the beginning of the Twenty-First century, tracing the aesthetic and socio-political path of the currency of hip hop across the globe.

Tracing the careers of hip-hop’s three most dynamic stars, this deeply reported history brilliantly examines the entrepreneurial genius of the first musician tycoons: Diddy, Dr. Dre, and Jay-Z Being successful musicians was simply never enough for the three kings of hip-hop. Diddy, Dr. Dre, and Jay-Z lifted themselves from childhood adversity into tycoon territory, amassing levels of fame and wealth that not only outshone all other contemporary hip-hop artists, but with a combined net worth of well over \$2 billion made them the three richest American musicians, period. Yet their fortunes have little to do with selling their own albums: between Diddy’s Ciroc vodka, Dre’s \$3 billion sale of his Beats headphones to Apple, and Jay-Z’s Tidal streaming service and other assets, these artists have transcended pop music fame to become lifestyle icons and moguls. Hip-hop is no longer just a musical genre; it’s become a way of life that encompasses fashion, film, food, drink, sports, electronics and more - one that has opened new paths to profit and to critical and commercial acclaim. Thanks in large part to the Three Kings-who all started their own record labels and released classic albums before moving on to become multifaceted businessmen-hip-hop has been transformed from a genre spanned in poverty into a truly global multibillion-dollar industry. These men are the modern embodiment of the American Dream, but their stories as great thinkers and entrepreneurs have yet to be told in full. Based on a decade of reporting, and interviews with more than 100 sources including hip-hop pioneers Russell Simmons and Fab 5 Freddy; new-breed executives like former Def Jam chief Kevin Liles and venture capitalist Troy Carter; and stars from Swizz Beatz to Shaquille O’Neal, 3 Kings tells the fascinating story of the rise and rise of the three most influential musicians in America.

The Untold Story of Dr. Dre, Eazy-E, Ice Cube, Tupac Shakur, and the Birth of West Coast Rap

Human + Machine

Fever: Little Willie John

Restoring the Soul of Business

Book of Rhymes

A Memoir by the Founder of Vans

The Pirate’s Dilemma

Anything for a Hit

Born on December 3rd? You're an ambitious, hardworking "idea person" and a dynamic leader. Born on December 14th? You're the "traveling salesperson" of the zodiac and a gifted marketer. All Sagittarians are charming, intelligent, and adventure-seeking, but which day of the month you're born on can determine the way in which you use those traits to your best advantage. In this exciting new book, master astrologer Phyllis Vega gives a detailed analysis for each birthday in the year, combining astrology and numerology to paint a true picture of the characteristics, desires, and destinies of people born on that day. If you were born October 5th, you're a skilled negotiator with a gift for making money. But if you were born just four days later, you're a compassionate dreamer with spiritual inclinations. Aries is the sign of the determined ram, but if you were born on April 7th, you are idealistic and inspiring.

NEW YORK TIMES BESTSELLER For the first time, Curtis “50 Cent” Jackson opens up about his amazing comeback—from tragic personal loss to thriving businessman and cable’s highest-paid executive—in this unique self-help guide, his first since his blockbuster New York Times bestseller The 50th Law. In his early twenties Curtis Jackson, known as 50 Cent rose to the heights of fame and power in the throatrot music business. A decade ago the multi-platinum selling rap artist decided to pivot. His ability to adapt to change was demonstrated when he became the executive producer and star of Power, a high-octane, gripping crime drama centered around a drug kingpin’s family. The series quickly became “appointment” television, leading to Jackson inking a four-year, \$150 million contract with the Starz network—the most lucrative deal in premium cable history. Now, in his most personal book, Jackson shakes up the self-help category with his unique, cutting-edge lessons and hard-earned advice on embracing change. Where The 50th Law tells readers “fear nothing and you shall succeed.” Hustle Harder, Hustle Smarter builds on this message, combining it with Jackson’s street smarts and hard-learned corporate savvy to help readers successfully achieve their own comeback—and to learn to flow with the changes that disrupt their own lives.

"I'm not a businessman-I'm a business, man." --Jay-Z Some people think Jay-Z is just another rapper. Others see him as just another celebrity/mega-star. The reality is, no matter what you think Jay-Z is, he first and foremost a business. And as much as Martha Stewart or Oprah, he has turned himself into a lifestyle. You can wake up to the local radio station playing Jay-Z's latest hit, spritz yourself with his 9IX cologne, slip on a pair of his Rocawear jeans, lace up your Reebok S. Carter sneakers, catch a Nets basketball game in the afternoon, and grab dinner at The Spotted Pig before heading to an evening performance of the Jay-Z-backed Broadway musical Felal and a nightcap at his 40/40 Club. He'll profit at every turn of your day. But despite Jay-Z's success, there are still many Americans whose impressions of him are foggy, outdated, or downright incorrect. Surprisingly to many, he honed his business philosophy not at a fancy B school, but on the streets of Brooklyn, New York and beyond as a drug dealer in the 1980s.

*Empire State of Mind tells the story behind Jay-Z's rise to the top as told by the people who lived it with him- from classmates at Brooklyn's George Westinghouse High School; to the childhood friend who got him into the drug trade; to the DJ who convinced him to stop dealing and focus on music. This book explains just how Jay-Z propelled himself from the bleak streets of Brooklyn to the heights of the business world. Zack O'Malley Greenburg draws on his one-on-one interviews with hip-hop luminaries such as DJ Clark Kent, Questlove of The Roots, Damon Dash, Fred "Fab 5 Freddy" Brathwaite, MC Serch; NBA stars Jamal Crawford and Sebastian Telfair; and recording industry executives including Craig Kallman, CEO of Atlantic Records. He also includes new information on Jay-Z's various business dealings, such as: *The feature movie about Jay-Z and his first basketball team that was filmed by Fab 5 Freddy in 2003 but never released. *The Jay-Z branded Jeep that was scrapped just before going into production.*

**The real story behind his association with Armand de Brignac champagne. *The financial ramifications of his marriage to Beyonce. Jay-Z's tale is compelling not just because of his celebrity, but because it embodies the rags-to-riches American dream and is a model for any entrepreneur looking to build a commercial empire.*

Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, Blockbusters is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

Empire State of Mind

NFL Films and the Rise of Sports Media

Made in America

How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy

The Holistic Innovation Process from Concept to Market Expansion

A Visual History of Hip-Hop

Original Gangstas

An Illustrated History of Rap's Greatest Battle

NFL Films changed the way Americans view football. Keepers of the Flame: NFL Films and the Rise of Sports Media traces the subsidiary's development from a small independent film production company to the marketing machine that Sports Illustrated named "perhaps the most effective propaganda organ in the history of corporate America." Drawing on research at the NFL Films Archive and the Pro Football Hall of Fame and interviews with media pioneer Steve Sabol and others, Travis Vogan shows how NFL Films has constructed a consistent, romanticized, and remarkably visible mythology for the National Football League. The company packages football as a visceral and dramatic sequence of violent, beautiful, graceful, and heroic gridiron battles. Historically proven formulas for presentation--such as the dramatic voiceovers once pioneered by John Facenda's baritone, the soaring scores of Sam Spence's rousing background music, and the epic poetry found in Steve Sabol's scripts--are still used today. From the Vincent Price-narrated Strange but True Football Stories to the currently running series Hard Knocks, NFL Films distinguishes the NFL from other sports organizations and from other media and entertainment. Vogan tells the larger story of the company's relationship with and vast influence on our culture's representations of sport, the expansion of sports television beyond live game broadcasts, and the emergence of cable television and Internet sports media. Keepers of the Flame: NFL Films and the Rise of Sports Media presents sports media as an integral facet of American popular culture and NFL Films as key to the transformation of professional football into the national obsession commonly known as America's Game.

Describes the opportunities and risks of commercial and residential real-estate investment, offering advice on finding the right property, financing, development, and sale

2014 Locus Awards Finalist, Nonfiction Category In this hip, accessible primer to the music, literature, and art of Afrofuturism, author Ytasha Womack introduces readers to the burgeoning community of artists creating Afrofuturist works, the innovators from the past, and the wide range of subjects they explore. From the sci-fi literature of Samuel Delany, Octavia Butler, and N. K. Jemisin to the musical cosmos of Sun Ra, George Clinton, and the Black Eyed Peas' will.i.am, to the visual and multimedia artists inspired by African Dogon myths and Egyptian deities, the book's topics range from the "alien" experience of blacks in America to the "wake up" cry that peppers sci-fi literature, sermons, and activism. With a twofold aim to entertain and enlighten, Afrofuturists strive to break down racial, ethnic, and social limitations to empower and free individuals to be themselves.

This Companion covers the hip-hop elements, methods of studying hip-hop, and case studies from Nerdcore to Turkish-German and Japanese hip-hop.

Keeping Up With the Johnsons

The Value of Entrepreneurship in Creative Industries

How a Band of Actors, Artists, and Athletes Hacked Silicon Valley

That's the Joint!

Hit-making, Risk-taking, and the Big Business of Entertainment

How Hip Hop's Cash Kings Built Their Empires

365 Days of Astonishingly Accurate Revelations about Your Future, Your Secrets, and Your Strengths

JAY-Z

The acclaimed actor makes his fiction debut with this enthralling urban fantasy in which a holy warrior must convince a doctor with no faith to help stop a powerful demon and his minions from succeeding in creating hell on earth—a thrilling adventure of science and faith, good and evil, damnation and salvation. Imagine that everyone you have ever known or loved was forced against their will into spiritual slavery. Imagine an unholy cabal of the world's richest and most powerful men directing this sinister plan in order to cement their unbridled control of the planet. Imagine two heroes emerging from that darkness to do battle with the forces of evil. Set in the mean streets of Chicago, Talon of God is the action-packed adventure centered around the Lauryn Jefferson, a beautiful young do impossible battle against the invisible forces of Satan's army and their human agents that are bent on enslaving humanity in a mission to establish the kingdom of hell on Earth. But Lauryn is a skeptic, and it's only as she sees a diabolical drug sweep her city and begins to train in the ways of a spirit warrior by the legendary man of God, Talon Hunter, that she discovers her true nature and inner strength. And tests, it's a true baptism by fire. And if they fail, millions could die. And rivers of blood would flow throughout the land. Imagine such horror. Such pain. And imagine what it would take to fight against it. For only the strongest and most faithful will survive? Get ready. Armageddon approaches quickly.

Hip hop icons and rap innovators, the Notorious B.I.G. and Tupac Shakur continue to influence, define, and change the genre years after their deaths. Despite the controversies surrounding the murders of Tupac and Biggie, ultimately it's their art that remains their biggest legacy. The music of Biggie Smalls and 2Pac has inspired the likes of Jay-Z, Kanye, Eminem, Dr. Dre, Lil Wayne, Rick Ross and more. Shakur and Christopher Wallace—a.k.a. The Notorious B.I.G. —live on. So does their rivalry, one of the greatest in music history. In 2pac vs. Biggie, hip hop experts Jeff Weiss and Evan McGarvey take an entirely new approach to investigation of that rivalry. Rather than focus on the countless conspiracy theories, they study the artist as artists, dissecting the lyrics of their hits (“California Love,” “A Whole New World,” “I Ain’t Mad at Cha,” “Dear God,” “All I Got Is L.A.”) and their music. 2pac and Biggie are also explored in depth, with 2pac, “Mo Money Mo Problems,” “Hypnotize,” “Big Poppa” (or Biggie) and lesser-known works, performance and rhythmic styles, aesthetic appearances and what those meant, rises to power, and of course, their lives after death. The feud between 2pac and Biggie is broken down and looked at from all new angles, bringing to light little-known and surprising sides to each rapper’s persona and inner life, with photographs, memorabilia, and artwork inspired by Tupac and Biggie, and with insert “versus” pages dissecting topics such as each artist’s presence in movies, critical reception, and literary influences, this book is a must-have for all rap and hip hop fans.

Decoded is a book like no other: a collection of lyrics and their meanings that together tell the story of a culture, an art form, a moment in history, and one of the most provocative and successful artists of our time. Praise for Decoded “Compelling . . . provocative, evocative . . . Part autobiography, part lavishly illustrated commentary on the author’s own work, Decoded gives the reader a harrowing look at the life of a hip-hop icon. . . . The book is a must-read for anyone who has ever been fascinated by hip-hop culture and the life of a rapper.”—The New Yorker “Elegantly designed, incisively written . . . an impressive leap by a man who has never been known for small steps.”—Los Angeles Times “A riveting exploration of Jay-Z’s journey . . . So thoroughly researched and so expertly written, it’s a piece of cultural journalism.”—The Boston Globe “Shawn Carter’s most honest airing of the experiences he drew on to create the mythic figure of Jay-Z . . . The scenes he recounts along the way are fascinating.”—Entertainment Weekly “Hip-hop’s renaissance man drops a classic. . . . Heartfelt, passionate and slick.”—Kirkus Reviews (starred review)

“Dolvett offers a dieting trifecta: easy, effective, and friendly to cheaters. He helps trick your metabolism into cooperating with his rapid weight loss formula for success.” --Mehmet Oz, M.D. Want to finally lose the weight and keep it off? Want to be able to eat the foods you love? Reaching your goals can only happen when you don't feel deprived and you continue to stay motivated. Now, celebrity fitness expert Dolvett Quince, tells you how to do all of that and more in his revolutionary program, THE 3-1-2-1 DIET. This 21-day program works by manipulating your body's natural tendency to slow its metabolic rate in response to calorie restriction. It takes a new approach to getting lean-one scientifically based on changing up food and calories to tap into your body's potential to burn more calories. The result is a diet that results in greater muscle and less fat than any other diet you've ever tried. Dolvett's effective eating plan is as easy as 3-1-2-1: three days of clean eating, one day of cheating, two more days of clean eating, and one final reward meal at the end of the week. No foods are off limits and you will never feel deprived because the plan is flexible enough to fit into any lifestyle. You'll lose weight fast - you won't plateau. Dolvett's simple meal plans and delicious, easy-to-prepare recipes, together with his fast and effective workouts that combine cardio and body-shaping moves, will have you back in your skinny jeans in less than three weeks!

The Cambridge Companion to Hip-Hop

The Big Payback

The Kinfolk Entrepreneur

Two Billionaires, One Company, and an Epic Wall Street Battle

How Jay Z Went from Street Corner to Corner Office, Revised Edition

The Real Estate Game

Talon of God

Everything You'd Better Know about the Record Industry

NOW A NEW YORK TIMES, USA TODAY, AND PUBLISHER'S WEEKLY BESTSELLER "Dyson writes with the affection of a fan but the rigor of an academic. ... Using extensive passages from Jay-Z's lyrics, 'Made in America' examines the rapper's role as a poet, an aesthete, an advocate for racial justice and a business, man, but devotes much of its energy to Hova the Hustler." —Allison Stewart, The Washington Post "Dyson's incisive analysis of JAY-Z's brilliance not only offers a brief history of hip-hop's critical place in American culture, but also hints at how we can best move forward." —Questlove JAY-Z: Made in America is the fruit of Michael Eric Dyson's decade of teaching the work of one of the greatest poets this nation has produced, as gifted a wordsmith as Walt Whitman, Robert Frost and Rita Dove. But as a rapper, he's sometimes not given the credit he deserves for just how great an artist he's been for so long. This book wrestles with the biggest themes of JAY-Z's career, including hustling, and it recognizes the way that he's always weaved politics into his music, making important statements about race, criminal justice, black wealth and social injustice. As he enters his fifties, and to mark his thirty years as a recording artist, this is the perfect time to take a look at JAY-Z's career and his role in making this nation what it is today. In many ways, this is JAY-Z's America as much as it's Pelosi's America, or Trump's America, or Martin Luther King's America. JAY-Z has given this country a language to think with and words to live by.

Featuring a Foreword by Pharrell

Offers information for songwriters, performers and singers, and producers on the industry, including hiring managers and accountants, establishing a budget, and copyright and contract law

Personal Branding is the "art of standing out." Developing your personal brand is the process of discovering who you are, who you want to be, and who people perceive you to be. Learn 33 Branding Secrets from the life stories of Diddy, Jay Z, and Dr. Dre as you strategize on how to differentiate yourself, your product, or your service from your peers and competitors. This book is for Employees,

Entrepreneurs, Executives, and Entertainers who are looking to reinvent themselves, overcome adversities, and achieve success and happiness.

A practical guide for the many moving parts and potential blind spots in commercializing new products and services. It covers dozens of frequently overlooked innovation vulnerabilities.

The Hip-hop Studies Reader

Dr. Dre

Reimagining Work in the Age of AI

Staying Human in the Age of Data

Michael Jackson, Inc.

2pac vs. Biggie

The Intelligent Guide To Decisionmaking And Investment

How Youth Culture Is Reinventing Capitalism

The hidden key to successful transformation in any organization lies between human intuition and data-driven insights. Named by Time as a top five marketing innovator, Rishad Tobaccowala draws on research and interviews, as well as over three decades of experience as a business and thought leader, to describe how digilog companies--ones where digital tools and analog people are integrated expertly--develop a hybrid consciousness and learn to be proactive when they see warning signs that human traits are being subordinated to technology and data only decisions. Restoring the Soul of Business provides practical tools and techniques that every organization can and should implement, and challenges readers to move forward with the kind of balance that catalyzes transformation and produces one great success after another. Understand how to unleash the significant benefit that can be realized by combining emotion and data, human and machine, analog and digital. Spot the warning signs of data-blinded companies: cold cultures with little human interaction, poor innovation stemming from stifled employees not encouraged to contribute ideas or insights, and poor customer service due to automated, robotic processes that cause frustration and hurt the brand. Explore how organizations of various sizes and from different industries, from Walmart and IBM to Starbucks and Domino's to Netflix and Google, have successfully reoriented their thinking on how to fuse technology and humanity. Gain skills to become an expert in connections critical to growth and success, including the connection between being creative and using technology, between succeeding today and thriving tomorrow, and between leveraging networks and creating new ideas and approaches. Everyone working in an organization will find penetrating observations and guidance about how and why establishing the proper balance between human intuition and creativity and data-driven insights can lead to increased revenue, profitability, retention--and even joy--in their careers and business.

Manage every business problem like you were born for it—from a problem customer to a career-threatening crisis It’s not being negative or pessimistic to assume that something will always go wrong in business and in your career. It’s being realistic. What you do when crisis hits is the only thing matters—and this proven guide delivers everything you need to take positive action with confidence, skill, and professionalism. In What to Do When Things Go Wrong, Frank Supovitz, the man who has been behind-the-scenes at major events like the Super Bowl, Stanley Cup, and Indy 500 guides you through the process of making sure you handle inevitable problems as if it’s something you do day in and day out. Whether you’re revealing a new strategy to your team, presenting last year’s numbers to the C-suite, or opening your own business, What to Do When Things Go Wrong helps you think through and prepare for all potential problems. You’ll learn why things go wrong, how to best go about preventing crisis, and how to fix them when they happen anyway. Complete with stories from the author’s clients, executives, entrepreneurs, and others, What to Do When Things Go Wrong

is your playbook for ensuring the results you deliver reflect the smart, hard-working professional you are.
Culture and Commerce
Marketing New Realities