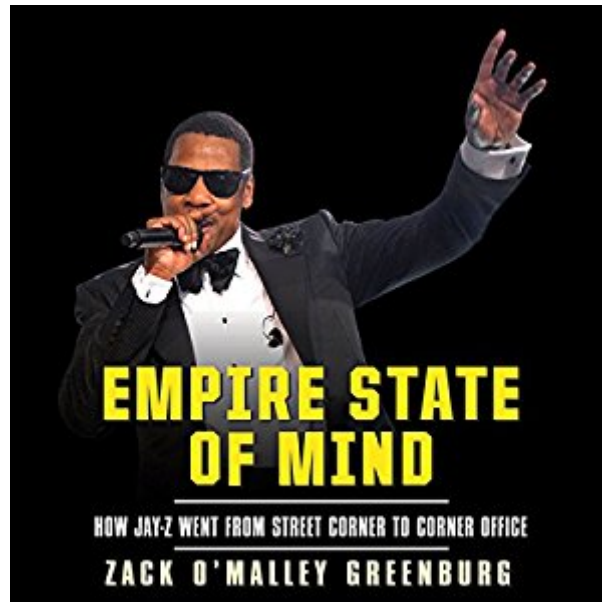


The book was found

Empire State Of Mind: How Jay-Z Went From Street Corner To Corner Office



Synopsis

"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 is 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 Fela! 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 But despite Jay-Z's success, there are still many Americans whose impressions of him are foggy, outdated, or downright incorrect.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. This audiobook explains just how Jay-Z propelled himself from the bleak streets of Brooklyn to the heights of the business world. 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.

Book Information

Audible Audio Edition

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#50 in Books > Arts & Photography > Music > Musical Genres > Rap #70 in Books > Audible

Customer Reviews

Jay-Z, what a character! Not the best looking guy, grew up in a slum, and his father abandoned him when he was a kid. But he was smart and wanted to prove to the world that he was somebody, so he developed ambition - a LOT of it. Figured the best way to prove himself was money, so he got into drug dealing for quite a while, rapping on the side. Then rapping eventually seemed more lucrative (and safe) than drug dealing, so that became his focus, though his 'rap' was largely bragging about his success, to continue inflating his image. With serious money (capital) starting to accumulate, his focus turned to making it grow, so he progressively branched out into all sorts of business ventures, mostly associated with the pop/hiphop culture he knows best, and using/discarding business associates as necessary - not always a nice and honest guy. And some of these ventures even flopped (he doesn't want you to know that), but most didn't, and some generated crazy high returns. He even picked up a trophy wife along the way - the genuinely amazing Beyonce - both of them clearly leveraging the relationship for business purposes, though maybe he loves her too (who am I to say otherwise?). Today, he sits on an 'empire' worth maybe half a billion dollars, so what does he want next? Probably to at least get to a billion, because this is a guy for whom it seems no amount is too much or even enough, especially when there are people running around worth tens of billions. This book expands on the story I've just summarized very well, so I recommend it. The author strikes me as being fair and balanced, and did a nice job of piecing things together without being able to interview Jay-Z directly.

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