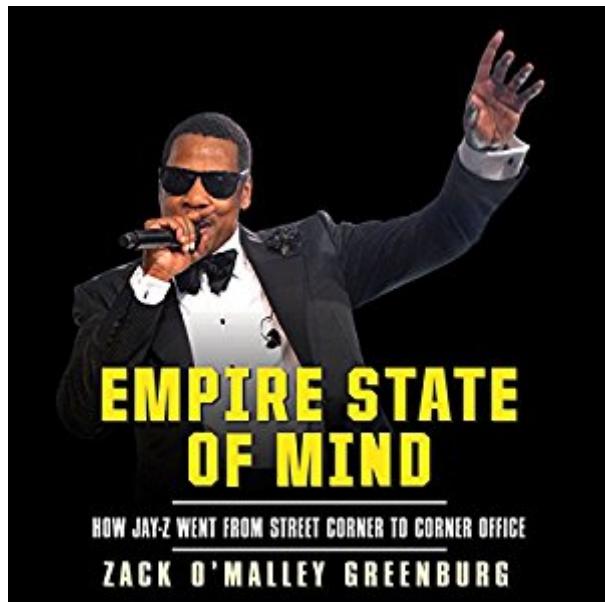


The book was found

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 But despite Jay-Z's success, there are still many Americans whose impressions of him are foggy, outdated, or downright incorrect.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 Beyoncé 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

Listening Length: 5 hours and 34 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: March 16, 2011

Language: English

ASIN: B004S8NFW0

Best Sellers Rank: #38 in Books > Arts & Photography > Music > Biographies > Rap & Hip-Hop
#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/discardng 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.

[Download to continue reading...](#)

Empire State of Mind: How Jay Z Went from Street Corner to Corner Office, Revised Edition Empire State of Mind: How Jay-Z Went from Street Corner to Corner Office Winners Dream: A Journey from Corner Store to Corner Office Your Office: Microsoft Office 2016 Volume 1 (Your Office for Office 2016 Series) House at Pooh Corner/Return to Pooh Corner: for Folk Harp Jay Shafer's DIY Book of Backyard Sheds & Tiny Houses: Build Your Own Guest Cottage, Writing Studio, Home Office, Craft Workshop, or Personal Retreat Your Office: Getting Started with Project Management (Your Office for Office 2013) Your Office: Microsoft Excel 2016 Comprehensive (Your Office for Office 2016 Series) Your Office: Microsoft Access 2016 Comprehensive (Your Office for Office 2016 Series) How to Start a Family Office: Blueprints for setting up your single family office (Family Office Club Book Series 3) Programming Microsoft Office 365 (includes Current Book Service): Covers Microsoft Graph, Office 365 applications, SharePoint Add-ins, Office 365 Groups, and more

(Developer Reference) Bull by the Horns: Fighting to Save Main Street from Wall Street and Wall Street from Itself F is for First State: A Delaware Alphabet (Discover America State by State) G is for Garden State: A New Jersey Alphabet (Discover America State by State) M is for Mountain State: A West Virginia Alphabet (Discover America State by State) Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers (A NICE GIRLS Book) Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a Jerk Stealing the Corner Office: The Winning Career Strategies They'll Never Teach You in Business School Nice Girls Don't Get...: The Corner Office/Rich Man'oushe: Inside the Street Corner Lebanese Bakery

[Dmca](#)