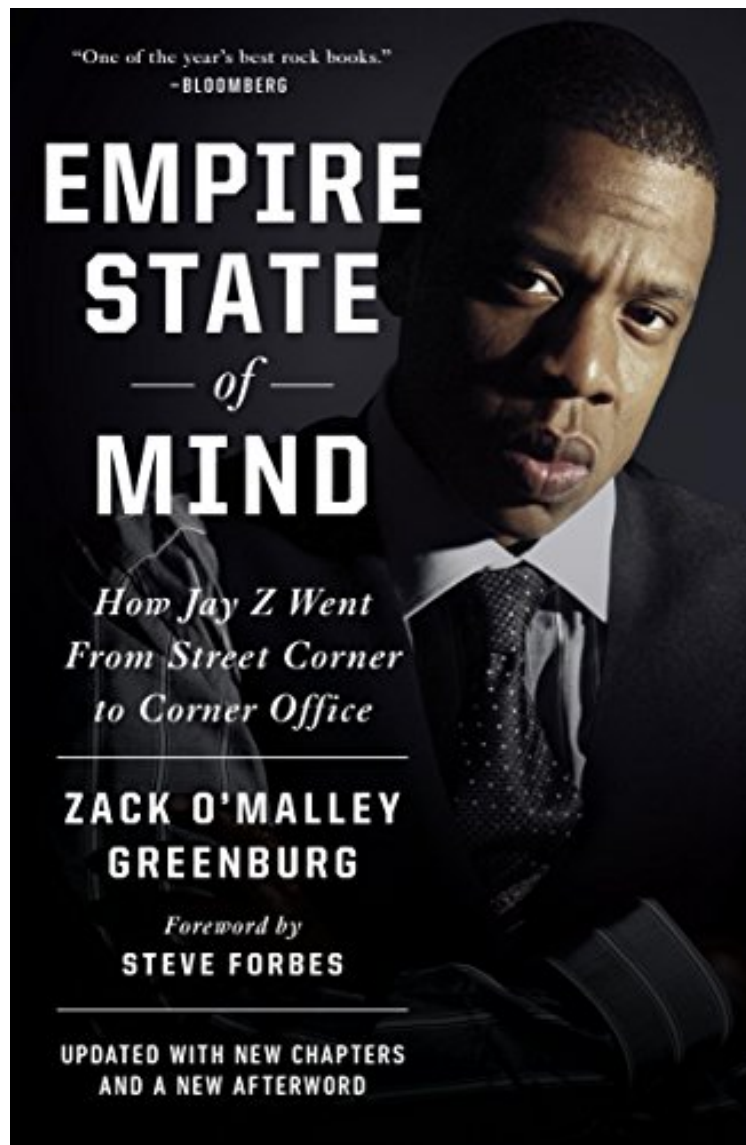


(Mobile ebook) Empire State of Mind: How Jay Z Went from Street Corner to Corner Office, Revised Edition

Empire State of Mind: How Jay Z Went from Street Corner to Corner Office, Revised Edition

Zack O'Malley Greenburg

ePub | *DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#95004 in eBooks 2015-09-22 2015-09-22 File Name: B00SI02FBG | File size: 59.Mb

Zack O'Malley Greenburg : Empire State of Mind: How Jay Z Went from Street Corner to Corner Office, Revised Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Empire State of Mind: How Jay Z Went from Street Corner to Corner Office, Revised Edition:

8 of 8 people found the following review helpful. It was a good read and great insight in to the mind of ...By John Stephon AdairBurned through this book really quickly. It was a good read and great insight in to the mind of someone

who truly knows how to work game of life, Jay-Z really took hustling to the corporate world and he owned every opportunity he got. It's made me more aware of the things i need to do in my life to become more financially secure.4 of 4 people found the following review helpful. Really interesting for the business-minded and hip hop fansBy NoahEI would highly recommend this book to anyone that is interested in business, the music industry, and obviously Jay-Z. It is a great read!As both a business man and hip hop fan, I found this book to be really interesting, informative and well written. This book provides many business lessons to entrepreneurs. For example, failure is often part of the road to success, confidence in negotiations, importance of managing your brand (e.g. as never a failure), thinking a step ahead, diversification, and emotional detachment from business partners. The author's explanation of Jay-Z's story demonstrates how difficult times can help teach us valuable lessons that ultimately bring us success. There is a lot of interesting information about Jay-Z's background that I was completely unaware of even as a Jay-Z fan.5 of 6 people found the following review helpful. Art Reflecting RealityBy Edward S. BrownGreenburg's "Empire State of Mind" is a good expose' on rapper/entrepreneur Jay-Z. Reportedly, Greenburg interviewed confidantes of Jay-Z as well as reviewed public documents chronicling Jay-Z's meteoric rise within the entertainment industry. Although Greenburg provided an excellent biographical account for neophytes of Jay-Z's success, Greenburg fell short in answering critical questions. Namely, what societal need did Jay-Z feed to become successful? And what relevance did drug dealing have for Jay-Z's iconic status in the music industry? If Greenburg had answered these two questions, he would have captured what Jay-Z, the Notorious B.I.G., and 50 Cent knew about the American creed and brand marketing.Rapper Tupac Shakur consistently talked about learning "The Game," but few authors have addressed what learning the game really meant to the aforementioned entertainers. Jay-Z, Biggie, and 50 Cent learned that peddling lyrics and CDs to a niche market was no different than selling drugs to an addicted market. The rugged individualism of the American creed cheers for the underdog. More importantly, Reality TV ushered in the need for authenticity within entertainers. Art had to reflect true reality. The likes of charismatic figures that played gangsters from James Cagney to Marlon Brando made audiences sympathetic to the underworld. Audiences rooted for the bad guy not only to escape legal authorities, but to win. Real life drug dealers could rap about their exploits and keep audiences riveted by their lyrics, beats, and bravado. Jay-Z, Biggie, and 50 Cent realized that if they could capture American society's love affair with the underworld, they could legally sell their experiences of street life without selling the drugs. These rappers were into the drug trade for the money, not the lifestyle. They now sell rap music for the money and the lifestyle.Greenburg missed this concept because he wanted to record Jay-Z's success as a business case study as opposed to delving into the psyche of what really makes Jay-Z tick.Overall, "Empire State of Mind" is a good book for inspiration and the basic tenets of business. Greenburg would do well by contracting with Jay-Z to develop a joint venture where true hard-hitting questions about Jay-Z could be answered. Although "Empire State of Mind" is recommended reading, it leaves other questions to be answered.Edward BrownCore Edge Image Charisma Institute

"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 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--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.

"Fascinating, well-done biography of one of the most extraordinary entrepreneurs of our era." mdash;Steve Forbes"Greenburg has become one of the rare reporters to bring dignified coverage of the hip-hop business into the mainstream. Empire State of Mind is a pure product of Greenburg's care and insight, an exploration of hip-

hop's most enigmatic mogul." —Dan Charnas, author of *The Big Payback: The History of the Business of Hip-Hop* "Greenburg follows the money and key pieces of the Jay Z puzzle in this insightful, savvy read. This book is like a GPS leading us through the modern urban reality of how Jay Z's empire was built." —Fab 5 Freddy, artist, hip-hop pioneer, and former host of *Yo! MTV Raps* "A superb guide for your career, even if you are looking to be an investment banker or grocery store manager instead of a hip-hop legend." —CNN.com

About the Author Zack Malley Greenburg is a senior editor at *Forbes*, where he has covered finance and music since 2005. He has profiled the likes of Akon, 50 Cent, and Afrika Bambaataa, and his stories have taken him from the casinos of Macau to the diamond mines of Sierra Leone. He has also written for *The Washington Post*, *The Huffington Post*, and *Dan's Papers*. He lives in New York City.