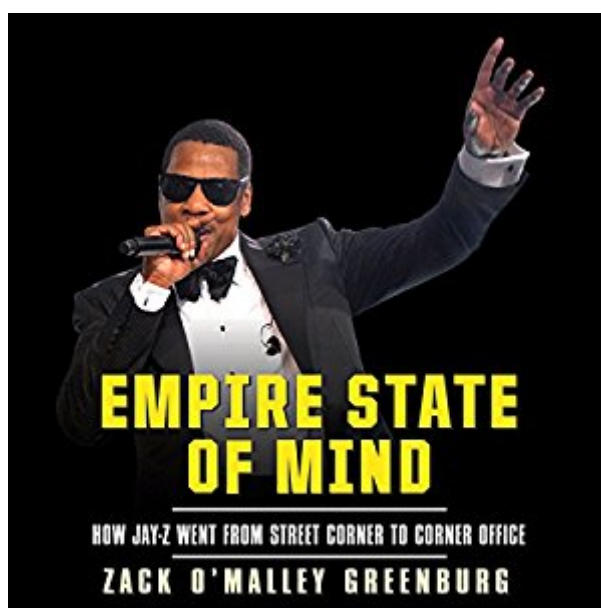


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# Empire State Of Mind: How Jay-Z Went From Street Corner To Corner Office



## Synopsis

"I'm not a businessman. I'm a business, man." &#0151;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 But despite Jay-Z's success, there are still many Americans whose impressions of him are foggy, outdated, or downright incorrect.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

Listening Length: 5 hours 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: #30 in Books > Arts & Photography > Music > Biographies > Rap & Hip-Hop #41 in Books > Arts & Photography > Music > Musical Genres > Rap #60

## Customer Reviews

Burned 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.

I enjoy listening to Jay Z. However, I'm not a die hard fan (or a die hard fan of hip hop). I took a chance on this book and I thoroughly enjoyed the read. Even though Jay Z didn't "approve" of this book, the author did an excellent job chronicling "Hov's" life and success.

I 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.

Greenburg'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 Brown  
Core Edge Image & Charisma Institute

Excellent book!!!! I'm not a rap fan per se, but I admire Jay Z's business mind.

A good read. A fair and accurate dedication of Shawn Carter (Jay-Z). An interesting look into the business acumen and the mindset of such and influential figure that has evolved past becoming just a pop icon within Hip-Hop culture. A story told through various quotes Jay-Z has expressed through interviews that have been shared with a focused audience. Personal recollections of countless moments told by the people who have known and know Jay-Z better than most. A motivating selection I would recommend to any person who has an interest in business.

I didnt read this book yet but I order it for the male freinds in my life I know there is lits of wisdom in this book...

Full disclosure - I am no fan of hip hop music or its practitioners. I became somewhat interested in Jay Z after seeing him interviewed by Charlie Rose and then hearing that he was now becoming an agent for some high profile professional athletes like Robinson Cano. The young author seemed handicapped in part by the fact that this is an unauthorized bio and some people close to Jay Z were reluctant to talk to him. We get the outlines of Jay Z's life but I didn't get the feeling that I know

him very well. Marketing products through use of his celebrity persona seems to be his essence. The results are obviously financially impressive but it seems shallow and nothing that inspires admiration for him as a person. And one wonders about the mentality of the people who are influenced by this type of egomaniacal, narcissistic salesmanship. I will watch his future career with some interest and withhold a final judgment on him.

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