



## Make it Happen: The Hip Hop Generation's Guide to Success

By Kevin Liles, Samantha Marshall

Atria Books. Paperback. Book Condition: new. BRAND NEW, Make it Happen: The Hip Hop Generation's Guide to Success, Kevin Liles, Samantha Marshall, The Def Jam legend shares his secrets. Under the leadership of Kevin Liles - the highest ranking and youngest African-American executive in the record industry - Def Jam Music grew from a fledgling million-dollar boutique label into a multi-million-dollar brand that transcends demographics and is recognized around the globe. Liles has worked with the biggest names in hip-hop, including Jay-Z, Diddy, Method Man, and Ja Rule. And now he's sharing the wealth, the wealth of knowledge and expertise he's gleaned from fifteen years in business. Full of eye-opening real-world anecdotes from Lile's life, the "Ten Rules" plan advises readers on: how to find something that you want badly enough to make you work harder than you ever imagined possible; how to strategize and look ahead; how to embrace the hard-knock life and learn from failure, and more.



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