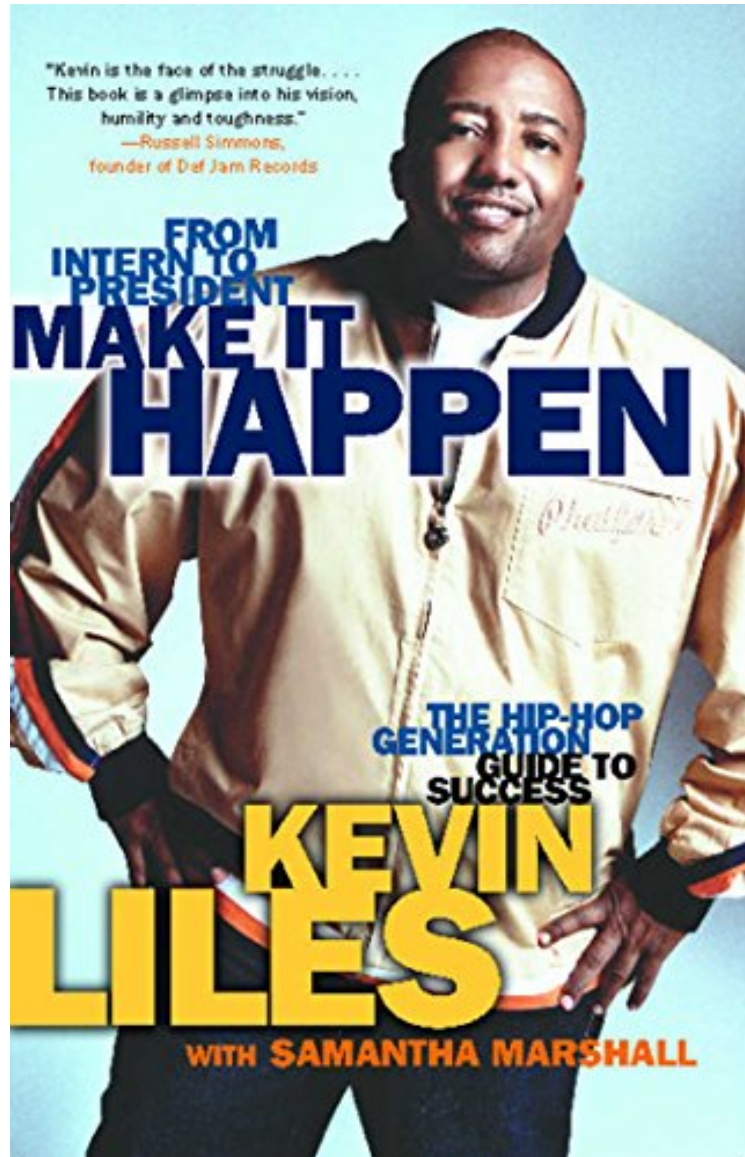


## Make It Happen: The Hip-Hop Generation Guide to Success

Kevin Liles

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**Kevin Liles : Make It Happen: The Hip-Hop Generation Guide to Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Make It Happen: The Hip-Hop Generation Guide to Success:

1 of 1 people found the following review helpful. MAKE IT HAPPEN IN ANY INDUSTRY WITH THIS BOOK!By GFKevin Liles, the former intern, Def Jam president, and current executive vice president of Warner Music Group, makes his run for what will be his most coveted position yet: motivational speaker for the hip-hop generation. It's a role that he is personally and professionally qualified to flourish in. Using lessons learned during his mischevious, but

disciplined teen years as a budding entrepreneur in Baltimore, and conflict encountered while at the helm of Def Jam and Warner, he demonstrates how to overcome adversity; face unexpected challenges; deal with difficult people; stand out from your co-workers; advance in your position; be true to who you are; find your real passion; build your own brand; and use your money wisely. While the majority of this book emphasizes personal development and achieving corporate results with a hip-hop attitude, it's important to note that this is NOT a book on how to succeed in the music business (though it will certainly be of tremendous benefit to any aspiring music industry professional), this is a book on how to "make it happen" in any industry. It just happens to contain valuable insight on how to get your hustle on in the music biz. Most importantly it offers something of much greater value to the young hip-hop generation: tools for introspection and a mental and moral compass that can be used to navigate their way through life and business. It's an admirable accomplishment that will undoubtedly establish Kevin Liles as the Les Brown of hip-hop. Buy it for yourself or an ambitious young adult in your life.

0 of 0 people found the following review helpful. Five Stars  
By CustomerGreat read! As someone who has aspired to work in the music industry this books paints a clear picture on what it takes to make it within that very competitive industry. As any other college grad I expected consideration from companies because of my education, but actions speak louder! If you want it you have to go out there and grab it!!!

0 of 0 people found the following review helpful. Excellent book!  
By MCGreat book for introducing entrepreneurial and business fundamentals to the Hip-Hop generation. Excellent read. I like how the book links actual events from the world of Hip-Hop to entrepreneurial concepts and specific Rules or guidelines to follow.

Kevin Liles rose from intern to president of Def Jam Records in only nine years. Today, at age thirty-seven, he is executive vice president of the Warner Music Group and has helped discover and direct the careers of stars such as Jay-Z and Ludacris. Liles' meteoric climb from urban street kid with hip-hop aspirations to one of the most successful and influential executives in the music industry is far more than a rags-to-riches story. It is a tribute to Liles' incredible work ethic, wisdom and confidence in doing his thing his way -- the hip-hop way. "Every real success story in hip hop comes down to the same thing: someone who finds the will, focus and drive to achieve," Liles writes in *Make It Happen: The Hip-Hop Generation Guide to Success*. "It doesn't matter if you are male or female. It doesn't matter what race or religion you are. It doesn't matter what hustle you choose." What does matter, Liles says, is that you fight against the odds to realize a dream and be the best that you can be. You empower yourself and make it happen. Kevin Liles presents ten rules of business success, which range from "Find Your Will" and "The Blueprint" to "Don't Let Cash Rule" and "Play Your Position." As he outlines his philosophy, Liles shares how he put his principles to work, chronicling his journey to the top and the stories of others -- executives, artists, mentors and friends -- he has worked with along the way. *Make It Happen* is both an American success story and a guidebook for the road to having a career and a life you love.

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"As an African-American business leader, a man like Kevin represents to me everything that is right in the African-American entrepreneurship -- visionary, hard working, entrepreneurial and smart. . . . I encourage everyone to read his book and follow his advice." -- Bob Johnson, founder, Black Entertainment Television "[Liles'] words teem with confidence, faith, conviction and wisdom." -- The Dallas Morning News "Liles [is] hard at work spreading the message...[of] the importance of illuminating new routes out of urban American poverty...[by] drawing heavily from the world of hip hop for examples of triumph and success." -- The New York Times "Inspirational, touching and powerful." -- Gayle King, O: The Oprah Magazine "Kevin is the face of struggle.... This book is a glimpse into his vision, humility and toughness." - Russell Simmons, founder of Def Jam Records "Make It Happen is a guide for all of you who want to succeed in the music industry -- and in life. Kevin provides the tools he has developed from his experiences and mistakes, and teaches you how to apply them to your own journey." -- Terry M. Williams, author of *Stay Strong: Simple Life Lessons for Teens*, and founder of the Stay Strong Foundation

About the Author Kevin Liles runs Warner Music Group with Lyor Cohen. After starting out as an unpaid intern, he ascended through the ranks and became president of Def Jam Music, which he grew into one of the most successful brands in the world. Liles lives in New York City.