



Life and Def (Paperback)

By Russell Simmons

Random House USA Inc, United States, 2002. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Russell Simmons, the original and eternal hip-hop mogul, is one of the most innovative and influential figures in modern American business and culture. When no one outside of inner-city New York had even heard of hip-hop, Simmons saw the seeds of a global force that would change the way people talk, dress, listen to music, and choose the heroes they hang on their walls. Today, he oversees a sprawling, multimillion-dollar empire of culture-defining businesses in everything from music to fashion, advertising to film, and media to visual art. At the same time he s broadened his interests and influence and pushed hip-hop to new plateaus of power and relevance. Life and Def is a one-of-a-kind tale that interweaves the remarkable journey of Russell Simmons with the story of the culture he s transformed and been transformed by. In his own brash, compelling voice, Simmons chronicles his numerous business successes and occasional failures. He tells the story of the founding of the legendary Def Jam Records, whose roster stretches from original rap icons like L.L. Cool J, Public Enemy, and the Beastie Boys to...



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