

## Hip-Hop Generation Guide to Success

Written by Robert ID1647  
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Kevin Liles' meteoric rise from intern at Def Jam Records to President and CEO of Def Jam Records and now Executive Vice President of Warner Music Group (WMG) is legendary in hip-hop and rap arenas and the music industry; and Liles announced today he will be releasing a September book entitled "From Intern to President Make it Happen: The Hip Hop Generation Guide to Success".

"Make it Happen," published by Atria Books, a division of Simon & Schuster, and is co-written with Samantha Marshall, a senior staff Reporter for Crain's New York Business. In the book, Liles serves up "Ten Rules for Making It Happen," advising tomorrow's leaders and managers on what to do and how to do it. Full of eye-opening real-world anecdotes from Liles' life, the book advises readers how to find something you want badly enough to make you work harder than you ever imagined possible, how to strategize and look ahead, how to embrace a hard-knock life and learn from failure, how to broaden your horizons and learn to work with people from all walks of life, and much more.

Liles shares real life stories from his experiences growing Def Jam Music with partners Russell Simmons and Lyor Cohen from a multi-million dollar label into a world-renowned, multi-hundred-million-dollar brand that transcends demographics and is recognized around the globe.

Liles has worked with the biggest names in hip hop and rap, including Jay Z, P.Diddy, Ashanti, DMX, Kanye West, LL Cool J, Ja Rule and Ludicrous. Simply put, Liles knows how to make it happen. And now, he's sharing the wealth - the wealth of knowledge and expertise he's gleaned from 15 years in business.

Today, at WMG, Liles is part of an executive team poised to reshape the music industry. Under the leadership of Edgar Bronfman, Jr. and his mentor, Lyor Cohen, Liles is one of the most powerful men in the music industry, working with WMG's collection of the world's best-known record labels, including Atlantic and Warner Bros., as well as WMG's distribution, marketing and music publishing companies.

From the Book:

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## Rule 1: Find Your Will

Look deep inside to discover that thing you really love to do...

## Rule 2: Do You

Discover your own flava, then package it and present it to the world...

## Rule 3: Walk This Way

Get educated, find a mentor, read and research...

## Rule 4: The Blue Print

Create a vision of what you want from life and draw a roadmap to success...

## Rule 5: Play Your Position

Have the humility to do your job and then some...

## Rule 6: Embrace the Struggle

Love the hard times because they make you stronger, wiser, and more willing to take risks...

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### Rule 7: Get Connected

Build relationships to last forever...

### Rule 8: Step Outside Your Box

Be open to people from all walks of life...

### Rule 9: Don't Let Cash Rule

Greed will only trip you up...

### Rule 10: Flex Purpose, Not Power

It's never too early to learn how to lead...

Make sure to check this out.