## **Hip-Hop Generation Guide to Success**

Written by Robert ID1647 Friday, 08 July 2005 14:40 -

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 form all walks of life, and much more.

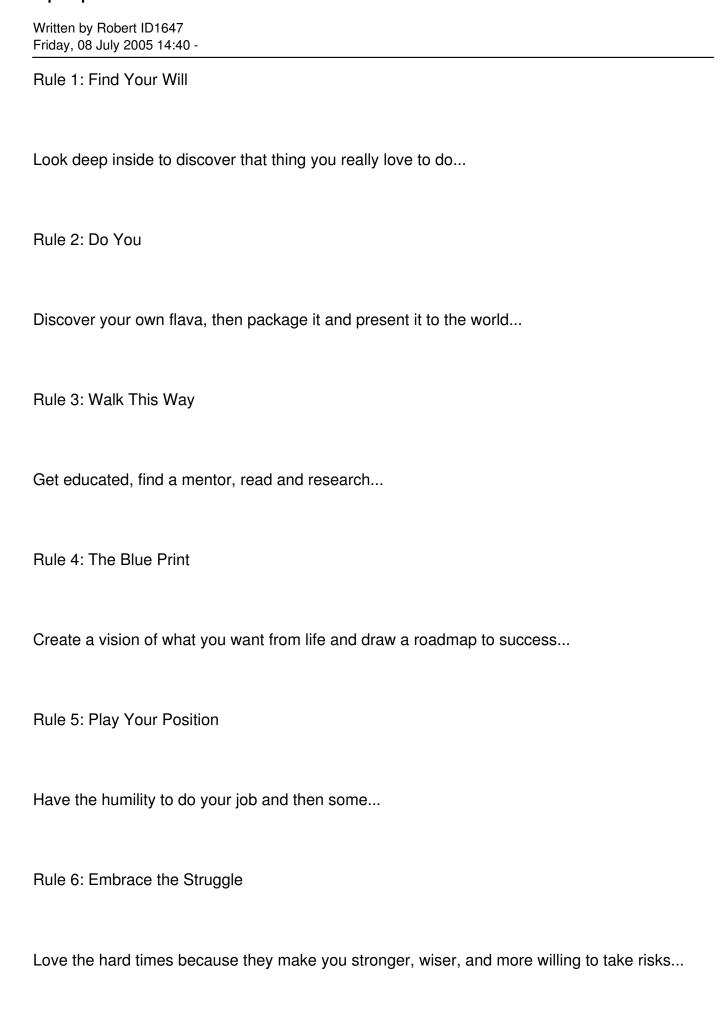
Liles shares real life stories from his experiences growing Def Jam Music with partners Russell Simmons and Lyor Cohen from a multi-million dollar label into a world-renowned, multi-hundred-million-dollar brand that transcends demographics and is recognized around the globe.

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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