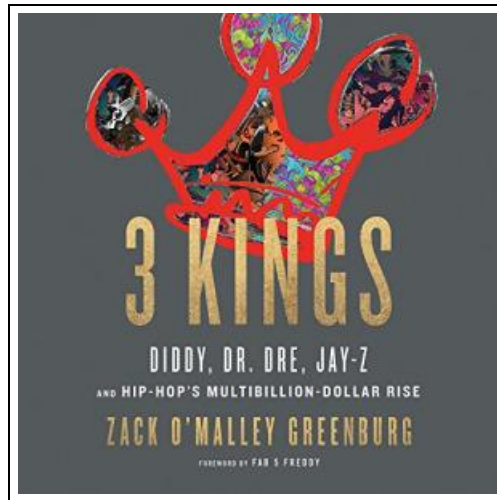


3 Kings: Diddy, Dr. Dre, Jay-Z, and Hip-Hop s Multibillion-Dollar Rise



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This is the finest publication we have read through right up until now. Better then never, though i am quite late in start reading this one. Its been written in an remarkably easy way in fact it is only after i finished reading through this book by which basically altered me, affect the way i think.

(Dr. Gabriella Hayes)

3 KINGS: DIDDY, DR. DRE, JAY-Z, AND HIP-HOP S MULTIBILLION-DOLLAR RISE

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Hachette Book Group, 2018. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Tracing the careers of hip-hop s three most dynamic stars, this deeply reported history brilliantly examines the entrepreneurial genius of the first musician tycoons: Diddy, Dr. Dre, and Jay-Z. Being successful musicians was simply never enough for the three kings of hip-hop. Diddy, Dr. Dre, and Jay-Z lifted themselves from childhood adversity into tycoon territory, amassing levels of fame and wealth that not only outshone all other contemporary hip-hop artists, but with a combined net worth of well over \$2 billion made them the three richest American musicians, period. Yet their fortunes have little to do with selling their own albums: between Diddy s Ciroc vodka, Dre s \$3 billion sale of his Beats headphones to Apple, and Jay-Z s Tidal streaming service and other assets, these artists have transcended pop music fame to become lifestyle icons and moguls. Hip-hop is no longer just a musical genre; it s become a way of life that encompasses fashion, film, food, drink, sports, electronics and more-one that has opened new paths to profit and to critical and commercial acclaim. Thanks in large part to the Three Kings-who all started their own record labels and released classic albums before moving on to become multifaceted businessmen-hip-hop has been transformed from a genre spawned in poverty into a truly global multibillion-dollar industry. These men are the modern embodiment of the American Dream, but their stories as great thinkers and entrepreneurs have yet to be told in full. Based on a decade of reporting, and interviews with more than 100 sources including hip-hop pioneers Russell Simmons and Fab 5 Freddy; new-breed executives like former Def Jam chief Kevin Liles and venture capitalist Troy Carter; and stars from Swizz Beatz to Shaquille O Neal, Three Kings...

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