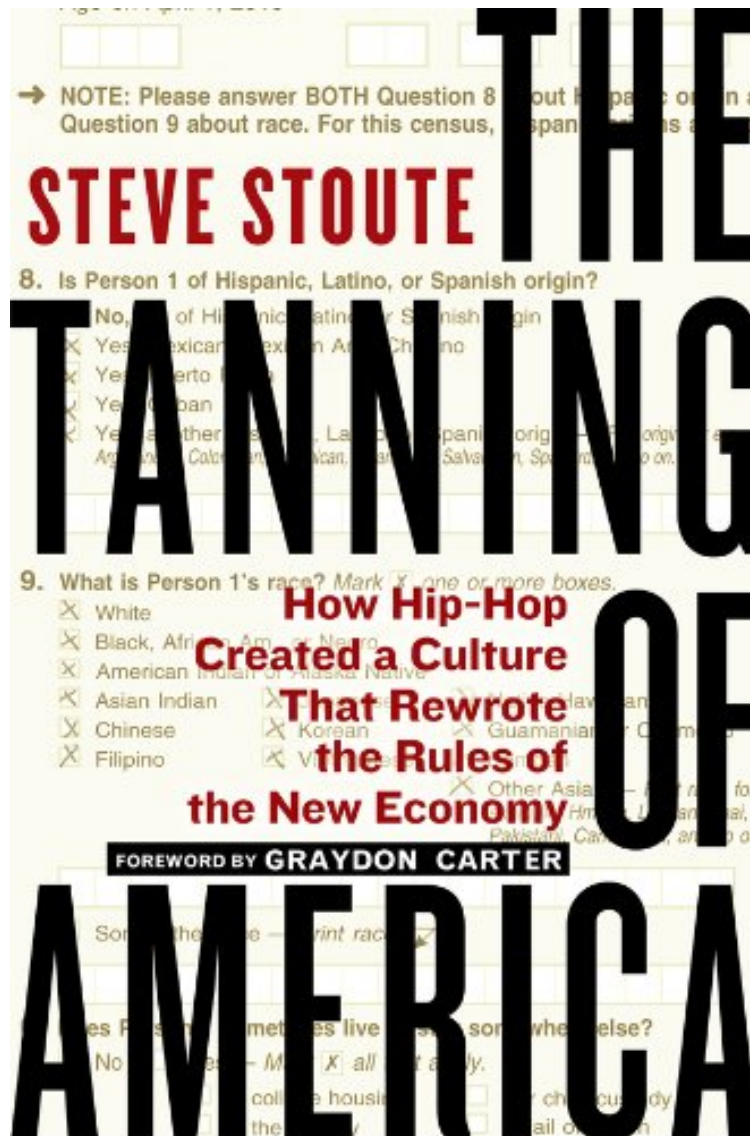


The Tanning of America: How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy

Steve Stoute

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Steve Stoute : The Tanning of America: How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Tanning of America: How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy:

0 of 0 people found the following review helpful. I didn't know what tanning meant until...By Good NomadI didn't know what to expect out of this book, I bought it as a recommendation from VC Ben Horowitz of a16z.This is by far

the best book on marketing I've read yet. The importance of cultural influences and historical context intertwined with an authentic voice are the keys to Stoute's Midas touch and deep understanding in what makes things cool to the masses. This is a book that mixes history, real life experiences and interesting case studies that can be applied to the marketing principles of any brand in any country around the world. If you end up reading Tanning and get a lot out of it, another similar book I recommend that you may enjoy would be Marc Ecko's book Unlabeled. Both books followed a similar arc and a similar story in which they both observed and rode the wave of hip hop culture to the shores of power, money and success. @walkeen0 of 0 people found the following review helpful. I'd like to thank Steve Stoute for writing what has been ...By Kitty K. Free I'd like to thank Steve Stoute for writing what has been plain to me for so long. Hip hop has altered the mental landscape of this country, and everywhere else in the world that has been touched by it. More importantly, the way African Americans (specifically speaking about those of us descendants of African slaves in the USA) have influenced our country, by just being ourselves. No one wants to be us, but everyone wants to be like us. Every art form we've created has been absorbed into mass culture with minimal credit given to the creators. Thank you for giving credit, where credit is due. 3 of 3 people found the following review helpful. The most fascinating marketing book in a long time By Kofy Fascinating story, from the first to the last page, especially when you've been involved in marketing (professionally) and hip-hop (as an avid listener) throughout the period Steve Stoute describes. The book contains a fascinating mix of personal experience, case histories, musical references to actually prove that he title is correct - America has tanned. Reading tip: listen to the songs he cites as you read along (I was happy to have most of them in my library).

The business marketing genius at the forefront of today's entertainment marketing revolution helps corporate America get hip to today's new consumer-the tan generation - by learning from hip-hop and youth culture. "He is the conduit between corporate America and rap and the streets-he speaks both languages." -Jay-Z "It's amazing to see the direct impact that black music, videos and the internet have had on culture. I've seen so many people race to the top of pop stardom using the everyday mannerisms of the hood in a pop setting. It's time to embrace this phenomenon because it ain't going nowhere!" -Kanye West When Fortune 500 companies need to reenergize or reinvent a lagging brand, they call Steve Stoute. In addition to marrying cultural icons with blue-chip marketers (Beyonceacute; for Tommy Hilfiger's True Star fragrance, and Justin Timberlake for "lovin' it" at McDonald's), Stoute has helped identify and activate a new generation of consumers. He traces how the "tanning" phenomenon raised a generation of black, Hispanic, white, and Asian consumers who have the same "mental complexion" based on shared experiences and values. This consumer is a mindset-not a race or age-that responds to shared values and experiences, rather than the increasingly irrelevant demographic boxes that have been used to a fault by corporate America. And Stoute believes there is a language gap that must be bridged in order to engage the most powerful market force in the history of commerce. The Tanning of America provides that very translation guide. Drawing from his company's case studies, as well as from extensive interviews with leading figures of multiple fields, Stoute presents an insider's view of how the transcendent power of popular culture is helping reinvigorate and revitalize the American dream. He shows how he bridges the worlds of pop culture, brand consulting, and marketing in his turnkey campaigns offers keen insight into other successful campaigns-including the election of Barack Obama-to illustrate the power of the tan generation, and how to connect with it while staying true to your core brand.