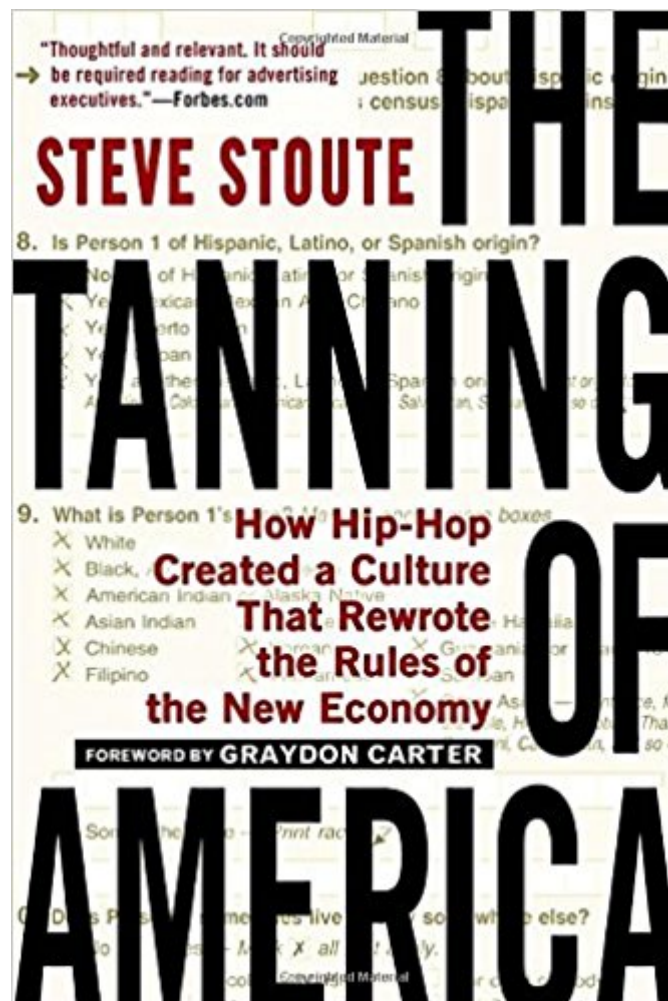


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# The Tanning Of America: How Hip-Hop Created A Culture That Rewrote The Rules Of The New Economy



## Synopsis

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. 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, 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, rather than the increasingly irrelevant demographic boxes that have been used to a fault by corporate America. 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 in multiple fields, Stoute presents an insider's view of how the transcendent power of popular culture is helping reinvigorate and revitalize the American dream.

## Book Information

Paperback: 304 pages

Publisher: Avery; Reprint edition (August 7, 2012)

Language: English

ISBN-10: 1592407382

ISBN-13: 978-1592407385

Product Dimensions: 5.3 x 0.7 x 7.9 inches

Shipping Weight: 8.5 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (55 customer reviews)

Best Sellers Rank: #96,792 in Books (See Top 100 in Books) #46 in Books > Arts & Photography > Music > Musical Genres > Rap #46 in Books > Arts & Photography > Music > Business #490 in Books > Humor & Entertainment > Pop Culture > General

## Customer Reviews

I was really disappointed in this real-life look into how America began to embrace hip-hop culture. I thought it missed some key players in hip hop, namely Public Enemy and GrandMaster Flash. Though they do a nod to them, I thought that they were much more influential in getting the word out to teens & the general public about what was actually going on in the poor, black communities vs. N.W.A. who should get some credit, but whose songs spoke more about the police vs. the real

problem of the black communities: corporate greed, alcoholism & other drugs to induce genocide, etc. To quote Public Enemy's song Rebirth, "...These days you can't see who's in cahoots 'Cause now the KKK wears three-piece suits..." I think the message that P.E. sent out was more important vs. just the police, whom everyone was rapping about. Same for Grandmaster Flash....early on he spoke more of about what was going on in the community with his song "The Message".The book did a decent job of speaking to Run-DMC & how they changed the game for hip-hop, but there wasn't enough nod to black women rappers (Salt 'n' Pepa, Queen Latifah, or Sister Souljah, to name a few) or white rappers (Beastie Boys, for example) who also helped to get listeners to cross over to hip-hop. I mean Run-DMC & Beastie Boys toured together for several months during the summer of '86 & '87, yet there was no mention of this, as I think this thoroughly helped to get both black & white teens at the time listening to all forms of rap, including house music which began it's birth around the same time as hip-hop was emerging.I also think this book gives way too much credit to P. Diddy for selling merchandise & becoming a brand. Russell Simmons, Run-DMC, and LL Cool J were doing this LONG before P.

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