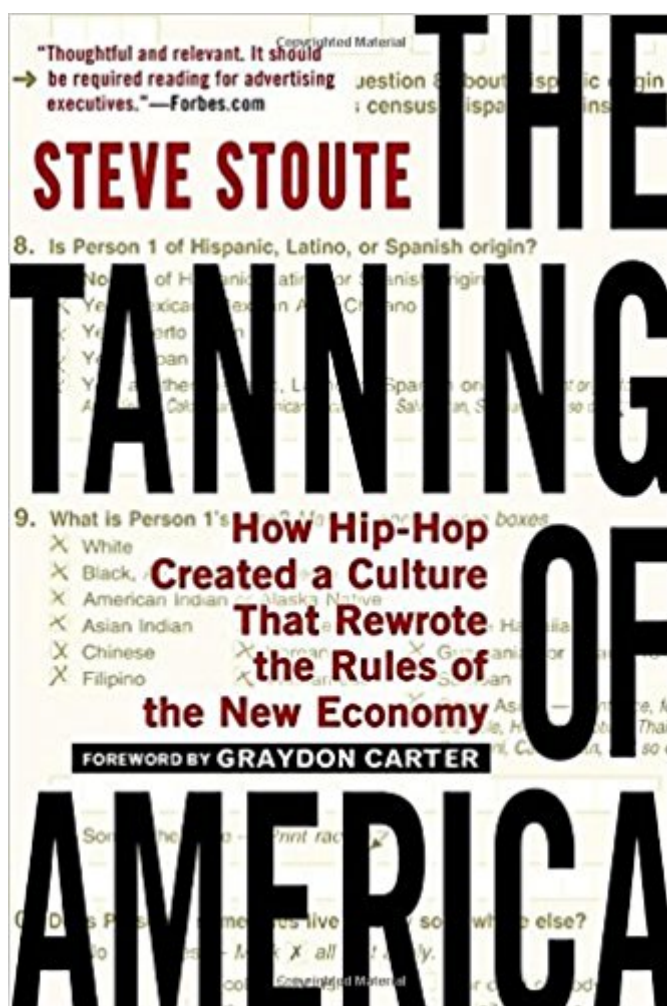


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The Tanning Of America: How Hip-Hop Created A Culture That Rewrote The Rules Of The New Economy



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: 5.4 x 0.7 x 8 inches

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

Average Customer Review: 4.4 out of 5 stars 59 customer reviews

Best Sellers Rank: #134,954 in Books (See Top 100 in Books) #65 in Books > Arts &

Photography > Music > Business #66 in Books > Arts & Photography > Music > Musical

Genres > Rap #403 in Books > Business & Money > Biography & History > Company Profiles

Customer Reviews

“Stoute advises a revolutionary concept for business leaders: Have a little fun along the way.” — Essence
“This book is well worth the investment.” — Ebony
“Thoughtful and relevant. It should be required reading for advertising executives, especially those who count themselves among the Baby Boomer generation.” —

Forbes.com — “He’s the conduit between corporate America and rap and the street, and the music industry generally, — he speaks both languages. — • Jay-Z — “Steve is credible in the music and entertainment worlds. Then he can switch gears, walk into the boardroom of a Fortune 500 company and speak his ideas in a way they can understand. — • Dennis Baldwin, Reebok’s top marketer — “[He’s] the right guy for guiding brands in using the record industry to reach youth culture in a credible way. — • Jimmy Iovine, CEO of Interscope Geffen Records — “The man who converts urban entertainment into corporate dollars. — • Complex — “In the loud, boastful world of urban culture, Steve Stoute has become a quiet but powerful force. And big corporations are betting he can deliver more bang for their bucks. — • Vibe — “Steve Stoute is making hot sellers out of cold brands. — • Business Week — “Stephen Stoute understands the value of the celebrity sell. — • Black Enterprise — “Stoute has masterminded an impressive array of brand/artist hookups. — • Advertising Age

Advertising Hall of Achievement inductee Steve Stoute is the founder and CEO of the leading brand-marketing firm Translation. He is also the managing director and CEO of hair-and-body-care line Carol’s Daughter, and has appeared in the critically acclaimed book and HBO series The Black List.

I 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. @walkeen

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.

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 the 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).

Not a bad examination of how hip hop culture has had an effect on marketing, corporate sales tactics, business and life in general. Steve Stoute is a businessman, marketing firm manager and former record executive who is a proponent of hip hop, but it should be remembered that the hip hop generation of young people coming up today are too fluid and intelligible to be commodified as Stoute might have you believe here. Otherwise, good if not a very good book.

Really enjoyable book on how Hip-Hop has changed the world and brought different cultures together. Being a huge fan of hip-hop I can attest to the huge positive impact it has had on the world and bringing the world together. Great book by Steve Stoute.

Although I don't agree with a few of his opinions, it's so well written! Really great read! I went to high school in Queens Village where Steve grew up and I'm also around the same age as Steve so there were several instances where I truly connected to his past experiences i.e.; video music box, Ralph McDaniels, LL Cool J and FUBU.... highly recommend this book to anyone who wants to take a deeper look into Steve's theory of "tanning" and his impressive and gutsy journey from the music industry to the advertising world.

Steve Stoute is my mentor (in my head) and his impact on Hip-Hop culture has shaped a whole generation's perception of things alike. I suggest picking up this book if you have an interest in Hip-Hop history, culture and branding.

Great product!

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