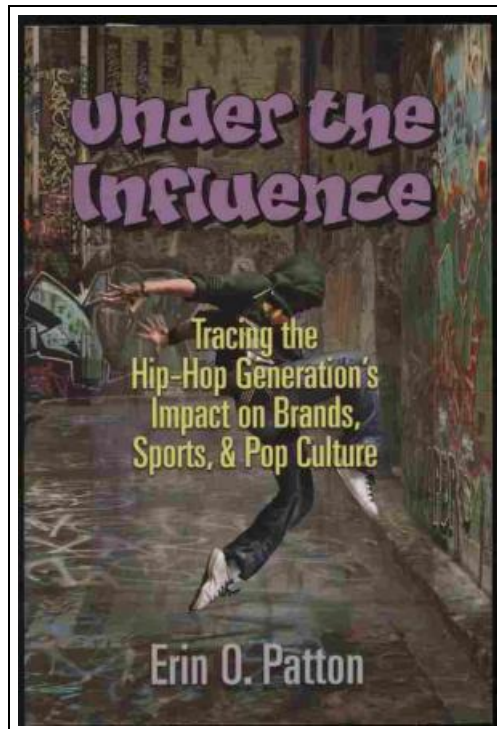


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Paramount Market Publishing, Inc., 10A, 2009. Softcover. Book Condition: New. This specific book is in new condition. It is a softcover book with edges and corners free from significant bumps or scuffing. The pages are clean, crisp, unmarked and uncreased with no highlighting, notes or underlining. This is a remarkable book and is in new condition.; From the tricked-out rides they drive, technology they adopt, and brands they wear to the beverages they drink, music they listen to, and language they speak, the Hip-Hop generation influences brands, sports, and popular culture. Out of pure necessity, these innovators have applied creativity and ingenuity against the backdrop of the urban landscape. They've used their influence to transform their music and culture into a lifestyle, attitude, and distinct set of brand preferences that are emulated and adopted by the mainstream. Along the way, the music and culture have transcended race and become an avenue for enterprise as these self-made Hip-Hoppreneurs have redefined the American Dream and become catalysts for change in entire industries and global markets. Understanding this ongoing effect is crucial to success in an increasing range of product categories, from automobiles to consumer electronics, entertainment, fashion, food and drink, mobile phones, sports, entertainment, tourism, and marketing many kinds of luxury and mass merchandise. Author Erin Patton begins with his own journey as a product of Hip-Hop's Generation X in Pittsburgh's steel-tough inner city. Eventually he moved on to navigate corporate America's advertising and marketing worlds. Patton uses his unique perspective to chronicle how Hip-Hop became a dominant social and economic force, building brands, and directly or indirectly influencing the aspirations and behavior of consumers of all ages. Specific examples Included in Patton's exploration are insights about Nike's Jordan brand, Stephon Marbury's partnership with Steve & Barry's, the use by the automotive...



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