



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

By Steve Stoute, Mim Eichler Rivas

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**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.

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- Sales Rank: #71505 in Books
- Brand: Brand: Gotham
- Published on: 2012-08-07
- Released on: 2012-08-07
- Original language: English
- Number of items: 1
- Dimensions: 7.99" h x .68" w x 5.35" l, .50 pounds
- Binding: Paperback
- 304 pages



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#### Review

“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***

#### About the Author

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*.

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