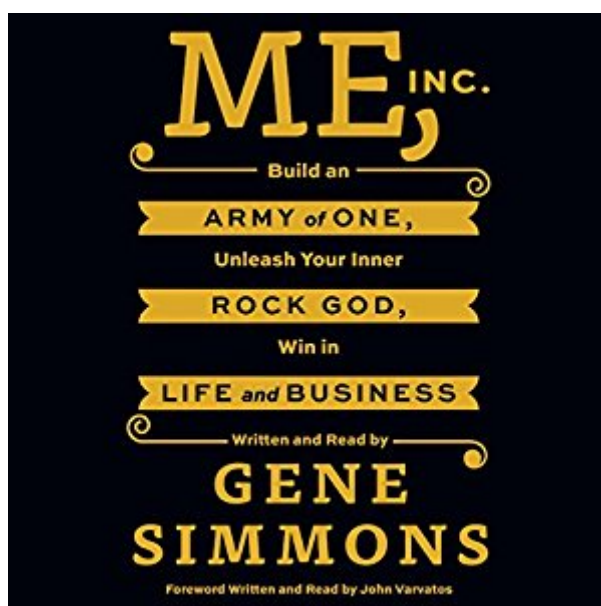


The book was found

Me, Inc.: Build An Army Of One, Unleash Your Inner Rock God, Win In Life And Business



Synopsis

The quintessential self-made man, master of brand identity, New York Times best-selling author, and award-winning executive, KISS's Gene Simmons, shares his manifesto for business success. KISS did not become one of the most successful rock bands in history by accident. Long before they first took the stage, Gene Simmons and Paul Stanley had a clear-cut operating plan for their business. Over the past forty years, KISS has sold over 100 million CDs and DVDs worldwide and manages over 3,000 licensed merchandise items. In addition to KISS, Simmons' lucrative ventures include two hit reality shows, a professional sports team, a restaurant chain, and a record company. A recipient of the Forbes lifetime achievement award, this brilliant executive runs all of his businesses on his own - no personal assistant, few handlers, and as little red tape as possible. In *Me, Inc.*, the marketing and finance wizard gives aspiring entrepreneurs the critical tools they need to succeed. Simmons teaches you how to build a solid business strategy, harness the countless tools available in the digital age, network like hell, and be the architect for the business entity that is you. Inspired by *The Art of War*, *Me, Inc.* is organized around thirteen specific, easy-to-understand principles for success, drawn from Simmons's own triumphs and failures. From finding the confidence necessary to get started, to surrounding yourself with the right people, to knowing when to pull the plug and when to double-down, these principles can help you attain the freedom and wealth of your dreams.

Book Information

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Customer Reviews

I read this book in a single morning. I really wish he'd gotten more in-depth with the various topics. Still, there is a lot of good advice - especially for younger folks just starting out after school. There is an astounding amount of honesty here. He explicitly states that this book is not a formula for a 'happy' life - you will sacrifice a lot if you live life this way. He warns that this lifestyle is not for all people. He admits that some of his experiences can't be duplicated by most readers because he has name recognition that assisted him. He explains that even if you do everything suggests, there is no guarantee of success. He writes a lot of truths that most people would shy away from. There is a tremendous amount of humility displayed here - something I certainly didn't expect. There isn't a lot about the band here - there are other books for his music fans that want more info about KISS. He writes more about his life before the band, which I thought was very interesting. I feel it's worth a read. It was a quick read - it's written for the common person, and pretty straightforward. It doesn't pretend to be a catch-all guaranteed ticket to success. Like I said to start, he could have gone more in-depth and given more examples.

I found Gene's book to be fantastic. Not as a fan of his music, but as a returning fan of his in how he thinks. I admittedly used his previous book as my source for inspiration on how to get what you want out of life when I published my own book on similar ideas in *Hail Thyself! Unlocking the Secrets of Control, Wealth, and Power* Paperback - February 5, 2014 under my real name, E. R. Vernor...I owe the likes of Gene Simmons, Donald Trump (his book *Think Big*) and very few other experts on the subject. If I had to pick one person in the world who influenced me the most on how to build a business from being homeless to running a publishing company and starting a TV production company I can only lay the mentorship at this man's feet. I strongly recommend this book to anyone who wants to excel...if you don't have the drive to give your dreams your all, then forget it. I know I will be reading this book many many times over....Gene, if you read these reviews and spot this, contact me via this posted name on FaceBook, I have a business proposal for making us even more money.... Ha! I don't think it would happen but like the man says, Think big or go home!!!

A fun, fast and informative read by an author/rock star who has achieved so much during his career. Say what you will....whether you are a fan of his or not, one thing is for sure---he's a definitive success story. Dispensing practical advice from his own experiences, these antidotes can and should be applied to your own career and lifestyle. From knowing how to invest properly, to protecting the brand of your business, to where you should consider living geographically, et cetera---these are all very important things to consider when aiming for success in life. Sure, a lot of

what's written here is rather common sense, and I did find the author repeating himself from his past books, but it's still worthy of a read. If for nothing else, at least it's a good reminder of what's important while building your personal brand of success in life.

Any 70's/80's rock band that can still make money today has clearly done something right. One of those bands that can still print money, KISS, caught my eye after seeing they have a mini golf course in Vegas where you can get married at. I've never been a KISS fan but didn't become one after reading but definitely became a Gene Simmons fan. Simmons is a man of many talents and this book is littered with examples of it. The book has two sections. A brief biography section on him and then a section on YOU (or us the readers). The biography section is more in depth than his Wikipedia page and I wouldn't skip it over. It instills his reputation and gives a good sense of why you should listen and believe in what he says. The main bread and butter of this book is the section on YOU. Simmons provides his 13 principles on success and the "Art of More". These are the principles that you can apply in your life to make it better. Some may sound like common sense but a few of them are going to make you think and make you want to implement them into your own life.

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