



Do You!: 12 Laws to Access the Power in You to Achieve Happiness and Success

By Russell Simmons, Chris Morrow

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Since rising out of the New York City streets over twenty-five years ago, Russell Simmons has helped create such groundbreaking ventures as Def Jam Records, Phat Farm, and Def Comedy Jam. Russell might have helped introduce hip-hop to the world, but he credits his success to his belief in a strong set of principles—or laws. In twelve straightforward steps, Russell reveals a path that can be followed by anyone struggling to realize their dreams.

Russell's laws stem from the belief that it's impossible to receive any sort of lasting success from the world without giving something of lasting value to the world first. Blending business insight, universal spiritual truths, and an inspired sense of purpose, *Do You!* crosses the lines of age, race, and background, with wisdom that will lift you up and motivate you to pursue your vision.

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Editorial Review

Review

Now in paperback, the "New York Times" bestselling guide from the ?CEO of Hip-Hop? ("BusinessWeek")

?[Simmons] uses his hard-earned authority to tell slackers and whiners within and without the hip-hop world how to keep it real.?

??"The New York Times"

?The book communicates Mr. Simmons's ideas earnestly and without condescension. One suspects he may have produced another hit.?

??"The Wall Street Journal"

About the Author

Master entrepreneur and visionary Russell Simmons has influenced virtually all aspects of business and media: in music with the co-founding of the immensely successful original Def Jam Recordings; in the fashion industry with the trail-blazing Phat Farm, Baby Phat, Run Athletics, and Def Jam University clothing lines; in film with Simmons Lathan Media Group; in television with HBO's "The Def Comedy Jam" and "Russell Simmons Presents Def Poetry"; on Broadway with the Tony Award winning stage production "Russell Simmons Def Poetry Jam on Broadway", and numerous other ventures in the financial services industry, mobile communications, and philanthropy. A native New Yorker, he is the proud father of two daughters.

Chris Morrow is the author of *Stir It Up: Reggae Album Cover Art* and has written about hip-hop and politics for numerous publications, including *The Source* and *The New York Daily News*. A resident of Brooklyn, New York, he has been working as a speechwriter for Russell Simmons since 2003.

From [AudioFile](#)

Simmons is an entrepreneur and branding genius who has many hard-won successes in the worlds of hip-hop music, fashion, education, movies, and theater. He's developed businesses that succeeded against conventional wisdom because their leaders were true to themselves. Here he uses the raw honesty of rap music to help listeners know when a personal direction or business idea is the real thing. Simmons comes off as an authentic player, a well-integrated one who can quote Eckhart Tolle, meditate, and eat vegetarian. Poet and stage performer Black Ice walks a balance between sounding cool--unconcerned about his listeners' opinions--yet focused enough on his sound and message to earn their respect for his power and sincerity.

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