

TITANS

OF BUSINESS

JAY-Z

A full-body photograph of Jay-Z standing against a dark, textured wall. He is wearing a black tactical vest over a black t-shirt with a gold graphic, blue jeans, and gold chains. He is smiling and wearing sunglasses. His right hand is on a black handle, possibly a microphone or a tool. The name "JAY-Z" is overlaid in large, bold, orange letters with a white outline.

TITANS
OF BUSINESS

JAY-Z

Richard Spilsbury







www.raintreepublishers.co.uk

Visit our website to find out
more information about
Raintree books.

To order:

 Phone 0845 6044371

 Fax +44 (0) 1865 312263

 Email myorders@raintreepublishers.co.uk

Customers from outside the UK please telephone +44 1865 312262

Raintree is an imprint of Capstone Global Library Limited,
a company incorporated in England and Wales having its
registered office at 7 Pilgrim Street, London, EC4V 6LB –
Registered company number: 6695582

Text © Capstone Global Library Limited 2013

First published in hardback in 2013

The moral rights of the proprietor have been asserted.

All rights reserved. No part of this publication may be
reproduced in any form or by any means (including
photocopying or storing it in any medium by electronic
means and whether or not transiently or incidentally to
some other use of this publication) without the written
permission of the copyright owner, except in accordance
with the provisions of the Copyright, Designs and Patents
Act 1988 or under the terms of a licence issued by the
Copyright Licensing Agency, Saffron House, 6–10 Kirby
Street, London EC1N 8TS (www.cla.co.uk). Applications
for the copyright owner's written permission should be
addressed to the publisher.

Edited by Mark Friedman, Nancy Dickmann,
and Claire Throp

Designed by Richard Parker

Picture research by Liz Alexander

Original Illustrations © Capstone Global Library
Ltd 2013

Illustrations by Darren Lingard

Originated by Capstone Global Library Ltd

Printed and bound in China by CTPS

ISBN 978 1 406 24038 2 (hardback)

16 15 14 13 12

10 9 8 7 6 5 4 3 2 1

British Library Cataloguing in Publication Data

Spilsbury, Richard.

Jay-Z. -- (Titans of business)

782.4'21649'092-dc23

A full catalogue record for this book is available from the
British Library.

Acknowledgements

We would like to thank the following for permission to
reproduce photographs: Alamy p. 11 (© David Hoffman
Photo Library); Corbis pp. 9 (© John Van Hasselt/Sygma), 16
(© Mitchell Gerber), 17 (© Nicolas Six/Danser), 18 (© Larry
Ford), 27 (© Sayre Berman), 35 (© Gary Cameron/X00044/
Reuters), 39 (© Andrew Goetz), 41 (© Sara De Boer/Retna
Ltd); Getty Images p. 36; Getty Images pp. 5 (Ethan Miller/
WireImage), 7 (Michael Ochs Archives), 8 (Al Pereira/Michael
Ochs Archives), 13 (Anthony Barboza), 15 (Al Pereira/Michael
Ochs Archives), 19 (Michael Ochs Archives), 20 (Chris
Walter/WireImage), 22 (Adam Rountree), 23 (Scott Gries),
25 (Todd Plitt), 29 (Shawn Ehlers/WireImage), 30 (Dimitrios
Kambouris), 31 (Gustavo Caballero/WireImage), 33 (Charley
Gallay/Getty Images for Gucci), 37 (William Thomas Cain/
Bloomberg), 43 (Astrid Stawiarz); Press Association Images
pp. 21 (Mary Altaffer/AP), 24 (Kevork Djansezian/AP), 32
(Kathy Willens/AP).

Cover photograph reproduced with permission of Rex
Features/Huw John (main image) and Shutterstock/© Eky
Studio (background image).

Every effort has been made to contact copyright holders
of any material reproduced in this book. Any omissions will
be rectified in subsequent printings if notice is given to the
publisher.

Disclaimer

All the internet addresses (URLs) given in this book were
valid at the time of going to press. However, due to the
dynamic nature of the internet, some addresses may have
changed, or sites may have changed or ceased to exist since
publication. While the author and publisher regret any
inconvenience this may cause readers, no responsibility for
any such changes can be accepted by either the author or
the publisher.

Contents

Introducing Jay-Z.....	4
The young Shawn Carter	6
Starting out in music.....	12
Musical superstar	20
Business empire.....	28
The Jay-Z brand.....	36
The future for Jay-Z.....	40
How to become an entrepreneur	42
Glossary.....	44
Find out more.....	46
Index	48

Find out what you need to do to have a successful career like Jay-Z.

Read what Jay-Z has said or what has been said about him.

Learn more about the people who influenced Jay-Z.

Discover more about businesses that have been important during Jay-Z's career.

Words printed in **bold** are explained in the glossary.

Introducing Jay-Z

Jay-Z was born in one of the poorest areas of New York City, USA, and became one of the richest people in the United States. His musical skills have produced more number one albums than anyone but the Beatles. His live shows can sell out in a few minutes. Jay-Z's business skills have helped him set up and run successful record companies, a fashion brand, and other **ventures**.

Jay-Z's music

Jay-Z is a star of **hip-hop** music. He has been a rapper or **MC** (master of ceremonies) since his teenage years. The **lyrics** and raps he creates are about his own experiences – from selling drugs in a poor community, to living in luxury.

When Jay-Z was starting out hip-hop was only heard on the streets of US cities, but now it's one of the biggest-selling pop styles. A major reason for this is Jay-Z's ability to make hip-hop appeal to a wider audience.

How did Jay-Z become a titan of business? What risks and choices did he take and make along the way? Could we learn from his story so we might succeed in business, too?

Entrepreneur

Jay-Z is hip-hop's greatest **entrepreneur**. He has consistently spotted new opportunities to make money from his music and set up and run his own businesses to do so. Like all entrepreneurs he has risked losing everything if he fails, but Jay-Z's skills have made sure that most of his ventures have succeeded.