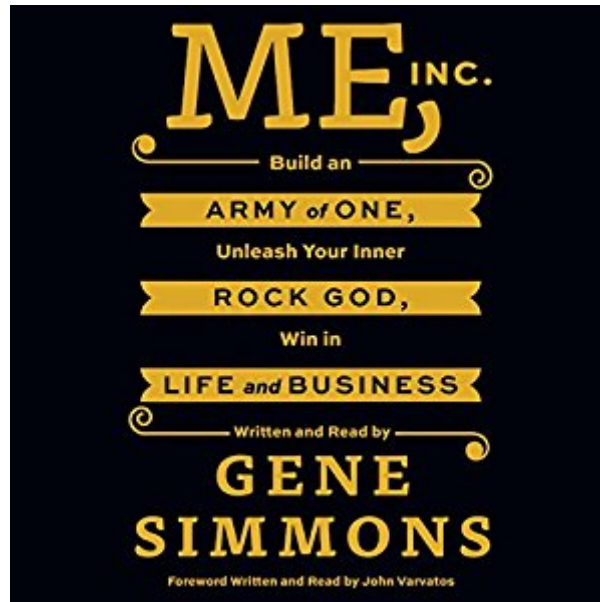


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# Me, Inc.: Build An Army Of One, Unleash Your Inner Rock God, Win In Life And Business



## 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

ME, INC. is a well-written, hard-hitting discussion on how to make lots of BIG MONEY. Gene has the answer, and it's very clear: Focus 100% on ME. Not your wife, not your children, not your friends. Just ME. The first part of ME, INC is a biography of Simmons, and what he did to achieve world fame in heavy metal rock. This was interesting, and illustrates the author's point about the opportunities to achieve great success in America. Simmons (not his given name, of course) came to the U.S. not even knowing English. He worked hard, saved his money, got an education, and figured out how to create a BRAND. Part two contains Simmons' recipes for success. He calls these many tips the "Art of More." These principles are pretty good ideas. For example, #16, "Find Partners who Complement you," #3, "Learn from the Masters," etc. The tips are practical, and many of them are variations of the American work ethic. Work diligently, stop looking for excuses, don't give up, save money, watch your spending, educate yourself, etc. He admits that you might have some unusual obstacles to overcome, but so what--life isn't fair. Get over it and stop whining. As reasonable (and practical) as many of these ideas are, however, Simmons' business tips are not the central theme of this book, nor are they much different than what is found in many success books. Old fashioned hard work and self-reliance is a common theme in many business books. Gene hammers home repeatedly the central theme: Pursue your dream with absolute ruthless passion. Build your brand, and do whatever it takes. However hard you have to work, whatever you have to sacrifice. Don't take vacations, work all night if necessary, don't get married, don't have too many children--ANYTHING it takes.

Disclaimer: I am not a Kiss fan, never was. I didn't dislike them -- I just never listened to them. You could say that Gene Simmons simply wasn't a blip on my radar. I only bought the book because of the title and the dust-jacket. I can now say that I am a fan of Gene Simmons the businessman. I forced my husband to listen to the book, and now I am going to bribe my young-adult children to listen to the book too. Review: If you're at all interested in the entrepreneurial life, or if you're on the fence about becoming an entrepreneur, READ THIS BOOK (or listen to it).-- If you read the book and find yourself saying, "Hell, yeah!" then pat yourself on the back. You have what it takes to be an entrepreneur and live the entrepreneurial life.-- If you read the book and find yourself saying, "Oh, I would never do that!" or, "This is screwed up!" then put down the book and walk away. Not everyone is wired for entrepreneurship -- and thank goodness for that! Imagine a billion little Napoleons running around, all trying to build an empire...= = = =The good: I liked the concise "biography" about his career and the business/personal choices he made. He tells you WHAT choices he made, and WHY he made them. This gives you an intimate look inside the mind of one

of the most prolific businessmen of our time.-- He reinforced my belief in hard work and long hours (people close to me are always telling me to take time off).-- Some people tell me that I should spend OPM (Other People's Money) to build my business, and that it is too risky to spend my OWN money on a business. Mr.

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