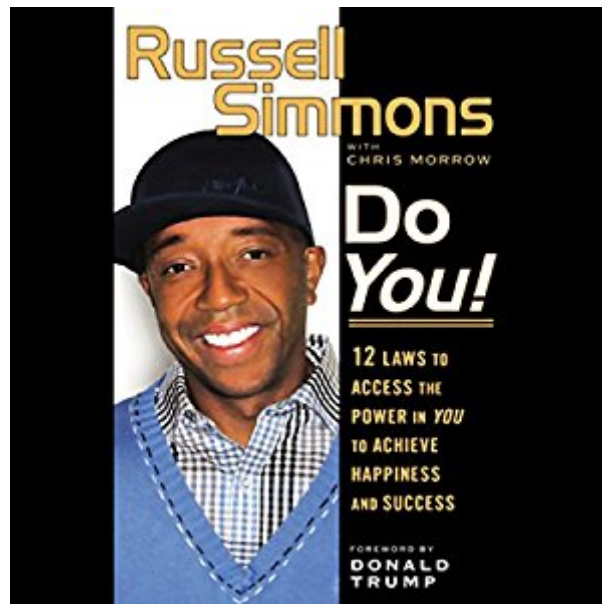


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Do You!: 12 Laws To Access The Power In You To Achieve Happiness And Success



Synopsis

Since rising out of the New York City streets over 25 years ago, Russell Simmons has helped create such ground breaking ventures as Def Jam Records, Phat Farm and Def Comedy Jam, in the process becoming known the world over as "The CEO of Hip Hop." 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--which he shares for the first time in this book. In 12 straight forward steps, Russell reveals a path towards success that can be followed not only by those looking to duplicate his professional success, but anyone struggling to realize their dreams. Indeed, those solely looking for advice on how to build up their bank accounts at the expense of personal integrity should probably look elsewhere. That's because these laws stem from the belief that all success, be it professional or personal, comes from a connection with your higher self. Using examples from his own experiences and observations, Russell demonstrates how tapping into that connection will allow you to get your mind right, find the motivation to start instead of stall, surround yourself with the right people, appreciate the power of hard work and understand the power of karma. But most importantly, this book will demonstrate how it's impossible to receive any sort of lasting success from the world without giving something of lasting value to the world first. That's a practice that is reflected in Russell's own work as a mentor and philanthropist and one that he promotes as being fundamental to empowerment and success on every level. 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.

--This text refers to an out of print or unavailable edition of this title.

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Customer Reviews

This is by far the most inspirational and motivational self help books I have ever come across. The book *The Secret* is good but very vague but this book is filled with concrete examples and knowledge that is relevant to today's society. It has definitely motivated me to take action. I have never written a review for a book on , but after reading this book I couldn't not leave a review giving it 5-stars.

I can't argue much with Russell's 12 Laws (if you can even call them Russell's, since he readily admits that most of them originate in the various religious traditions and writings of the world). They are all tight and worth applying in your personal and professional life. What I can argue with are some of the anecdotes that go along with his laws. For example, when he talks about not allowing money to influence your decisions, he tells the story of how Pepsi pulled out of distributing his drink, DefCon3, because he criticized KFC's treatment of chicken. It is easy for a multimillionaire to turn down more millions, but how can you compare that to some of the difficult decisions that regular people are faced with each day? I bet he wasn't so high and mighty when he was trying to break into the business. He also preaches against eating meat and certain foods and eating more organic products because it is cruel to eat animals (ignoring the fact that human biology is designed for the consumption of vegetables AND meat). Unfortunately, many of his readers are probably young hip-hop kids who can't afford to shop at Whole Foods for the higher priced, healthier foods on his menu. The other glaring issue is how he continues to give rappers a free pass to put out crappy music that degrades women and Black people as a whole. As one of the first promoters and producers of commercial hip-hop music, Russ is uniquely qualified to support artists while simultaneously challenging them to make more thoughtful and creative music, but he seems to be to afraid to lose his credibility with them. Unfortunately for him, since hip-hop's origins are so rooted in being open and honest in the face of the American power structure, he has already lost credibility with many fans for his failure to keep it real. Russell's book is good, but it would have been great if he remembered his audience and gave advice that was more applicable to their circumstances.

Wow! This book is all about feeling good inside. I am 50 years old and already make a very high income from my day job and play jazz at night. I know almost nothing about Hip Hop, am white and

grew up in the suburbs. I had never even heard of Russell Simmons. I was not sure if this book would touch me in the right way because I assumed it was "exclusively" for the young, urban, hip hop crowd. I bought the book on CDs based on all the great reviews and am blown away by it. It is written in a way that is so inspiring because of the honesty. He talks to you like your hanging out with him instead of in a lecture hall. He fills you with a calming spiritual feeling with his totally inclusive and spiritual nature. It's contagious. He totally cares. On top of all that, he has done it all himself from bottom to top. I can't imagine a better role model to learn from.

I will admit, I picked up this book because I saw Russell Simmons on the cover. It is extremely difficult to read a motivational book by someone who is not successful, so immediately I was compelled to have a gander. I figure if I should listen to someone's words of advice, why not be the Godfather of Hip-hop. Reading into this book, all of his points make sense. Let me re-iterate that: The "laws" make SENSE. He gives specific examples in his life and others of WHY they make SENSE. You may read this review and think, "Yeah, I'm sure, probably just another ploy for Simmons to make money." WRONG. You can tell by the writing that it wasn't some Joe Schmoe Russell hired to write him a book. He poured his heart and soul into this book in what translates into a happier, more motivated you. The experiences that Russell has been through are shown in the 12 laws. It makes sense as to why an individual like him is so successful. Immediately after starting reading this book, I felt more motivated. I decided to start working out at the gym and eating healthier. One thing that Simmons states is: "Right now is the only time that there ever is. Yesterday is gone & tomorrow never comes. Whatever you need to do in life, start it today." How many times have you told yourself: I'll start [insert activity needing motivation] tomorrow. Well guess what? Tomorrow never comes. If you keep convincing yourself you WILL do it, you WONT do it. If you think you need to work out more, stop what you are doing, put on some work out gear, and get to the gym! It's really as simple as that! This book will make your life more fulfilling, giving you happiness, and in-turn success! Go ahead and read the negative reviews on how they nitpick this book. Obviously, they aren't following the 12 Laws, and are too busy being negative! Don't be THAT person. Tomorrow will never come, so pick up this book TODAY!

This was ok..not great by any means at all. Spending the last couple of pages talking about his stance on the NRA made me feel like I wasted my time on this one though. (Not because I have an opinion either way on the NRA..I just could care less what his stance is.)

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