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Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business

Gene Simmons

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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.

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