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# Decoded (Enhanced Edition)



## Synopsis

This enhanced eBook includes: Over 30 minutes of never-before-seen video\* interviews with Jay-Z discussing the back-story and inspiration for his songs Two bonus videos\*: Rap is Poetry and The Evolution of My Style The full text of the book with illustrations and photographs \*Video may not play on all readers. Check your user manual for details. Expanded edition of the acclaimed New York Times bestseller features 16 pages of new material, including 3 new songs decoded. Decoded is a book like no other: a collection of lyrics and their meanings that together tell the story of a culture, an art form, a moment in history, and one of the most provocative and successful artists of our time.

## Book Information

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## Customer Reviews

Bedford Stuyvesant was his country, and Brooklyn was his planet. With these words we are led into a world that you cannot imagine, that no film can do justice to. It requires hundreds of pages to absorb, and with each page you become further and further immersed. The graphic work accompanying the printed message is among the best I have ever seen, and it will help you to understand this very special person. Somewhere in every person's life if you can experience

transformation from where you were born to what your soul intended you to become, there is always a MENTOR figure. Sometimes it is a teacher, a relative, or a friend, but always someone. For Jay-Z it was Slate, who was among the first street rappers, before they even put a name on the movement. He would stand in a circle; he could go 30 minutes just rhyming, as though he was trained for it. The young Jay-Z would stand and just be mesmerized by Slate, who seemed like an ordinary fellow until he stepped into the circle, and Jay-Z would transform himself by uttering the words, I can do that. And therein begins a WILD RIDE, from the Marcy Projects in Brooklyn to king of the hip hop movement. He would go from drug dealing and drug running to a billion dollar self created empire that would be the envy of any businessman. Years later, Russell Simmons another hip hop master, and mentor to Jay-Z would say, that one grows up wanting to wear a suit, but hip-hop would mean never having to grow up and instead one would wear sneakers to the board room. Jay-Z Decoded will have an interesting audience. Yes there will be the kids who will own it and never read it, but for those of us, who read this book cover to cover, I promise you that you will not put this book back on the shelf without being affected by it.

I approached Decoded from a "businessman's" perspective to get insight on how and why Jay does what he does. Like his rhymes, his writing takes a moment to digest, and re-read (often over and over again) as I believe he operates strategically to the "tee." I say this that because during his developmental years (from his early teens into his mid to late 20's) he spent his life in an environment where first level thinking would get you killed, or in jail. Someone of Jay's caliber has to think and process multiple levels down as he took on a leadership role even during his time working in capacities that weren't productive to American society. Instead of staying in Brooklyn to sell drugs, he chose to take a pioneers route and explore new territory (which is the fastest way to get killed, or arrested - Jay reflects on this within his writing as well). Thinking about that perspective, you will see how and why he was successful, and many times within the book if you actually take time to read (I'm not saying that you didn't take the time to read, I'm just rambling a bit here) what he's writing, he even repeatedly notes it himself. Someone who chooses to title his book "Decoded" is not an average thinker, nor will a reader totally digest all he has to say in one reading. In a way, I believe Jay wants you to dig deeper into what he's always saying whether written or "spoken" word. Think about it....He sold drugs, yes, but, from what I took from his writing was that he was always looking at a larger goal. He fully embraced rapping from age 9, so I'm sure he always had a goal of transitioning and using his "past" life to fuel his future.

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