



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

By Gene Simmons

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***Me, Inc.* features a black simulated-leather cover with gold foil stamping and a black ribbon bookmark.**

The fact that KISS is one of the most successful rock bands in the world is no accident. From the beginning Gene Simmons and Paul Stanley had a clear-cut vision of what they wanted to do and how they wanted to operate KISS *as a business* well before they ever first took the stage. Since deciding with Paul to manage the band themselves, Simmons has proved himself to be a formidable businessman, having sold over 100 million CDs and DVDs worldwide, overseen over 3,000 licensed merchandise items, and starred in the longest running celebrity reality show to date. More impressive is that he handles all of his business ventures on his own—no personal assistant, few handlers, and as little red tape as possible.

In *Me, Inc.*, Simmons shares a lifetime of field-tested and hard-won business advice that will provide readers with the tools needed 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*, the book dispenses Simmons' in-depth insights via thirteen specific principles for success based on his own experience, triumphs, and instructional failures in business—from finding the confidence within yourself that's necessary to get started, to surrounding yourself with the right people to partner with and learn from, to knowing when to pull the plug and when to double-down. These thirteen principles are a skeleton key into a world of success, freedom, peace of mind and, most importantly, financial success.

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Editorial Review

Review

“The hard-learned wisdom laid out here is a road map for success that anyone can benefit from.” (John Varvatos, from his foreword for *Me, Inc.*)

“You literally can turn to any page, pick a random sentence and likely find potent words of wisdom.” (Wall Street Journal)

“Underneath Kiss bassist Gene Simmons’s makeup is a shrewd businessman. In this advice book, he doles out tips for entrepreneurs and anyone who wants to get ahead.” (Parade)

“The only time it’s acceptable to take advice from someone in Kabuki makeup and a metal plated codpiece is when he’s sold more than 20 million albums and has 10 platinum records. And let’s not get started on the thousands of Kiss licensing deals Simmons helped bring to the band.” (Fortune)

“Why should we do what Simmons says? Well, for starters, Simmons—a notorious rock star, raconteur, and business maven—has a global cultural recognition just a few pegs below Mickey Mouse, Coca-Cola, and Superman.” (Men’s Health)

“Brutally honest business advice . . . Simmons . . . distills 40 years of leading the global-phenomenon rock band, which has franchised into a billion pieces of merchandise, including everything from comic books to a coffee shop.” (New York Post)

From the Back Cover

The quintessential self-made man, master of brand identity, *New York Times* bestselling 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 he first took the stage, Gene Simmons had a clear-cut operating plan for the business. Over the past forty years, KISS has sold more than 100 million CDs and DVDs worldwide and manages 5,000 licensed merchandise items—from comic books and coffins to action figures and video games. The band received a star on the Hollywood Walk of Fame, and in 2014 was inducted into the Rock and Roll Hall of Fame. In addition to KISS, Simmons's lucrative ventures include two hit reality shows, a professional sports team, a restaurant chain, and a record label. 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.*, Simmons gives aspiring entrepreneurs the critical tools they need to succeed. He discusses how to build a solid business strategy, harness the countless tools available in the digital age, educate yourself, 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—"The Art of More"—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.

About the Author

Known as rock's ultimate showmen, Paul Stanley and Gene Simmons founded the hard rock supergroup KISS in the early 1970s. Since then, KISS has sold more than eighty million albums and performed more than two thousand shows around the world, and is still touring today.

Users Review

From reader reviews:

Bobbi Gonzales:

This Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business book is just not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is actually information inside this book incredible fresh, you will get details which is getting deeper a person read a lot of information you will get. This particular Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business without we recognize teach the one who reading through it become critical in contemplating and analyzing. Don't possibly be worry Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business can bring any time you are and not make your tote space or bookshelves' come to be full because you can have it inside your lovely laptop even mobile phone. This Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business having very good arrangement in word and also layout, so you will not experience uninterested in reading.

Karen Horton:

This book untitled Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business to be one of several books this best seller in this year, that's because when you read this publication you can get a lot of benefit upon it. You will easily to buy that book in the book retail outlet or you can order it via online. The publisher in this book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Smart phone. So there is no reason to you personally to past this book from your list.

Elaine Harvey:

In this time globalization it is important to someone to receive information. The information will make you to definitely understand the condition of the world. The fitness of the world makes the information better to share. You can find a lot of referrals to get information example: internet, magazine, book, and soon. You will see that now, a lot of publisher in which print many kinds of book. The actual book that recommended to you personally is Me, Inc.: Build an Army of One, Unleash Your Inner Rock God, Win in Life and Business this guide consist a lot of the information of the condition of this world now. This kind of book was represented so why is the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. Often the writer made some research when he makes this book. This is why this book suitable all of you.

Marian Carson:

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