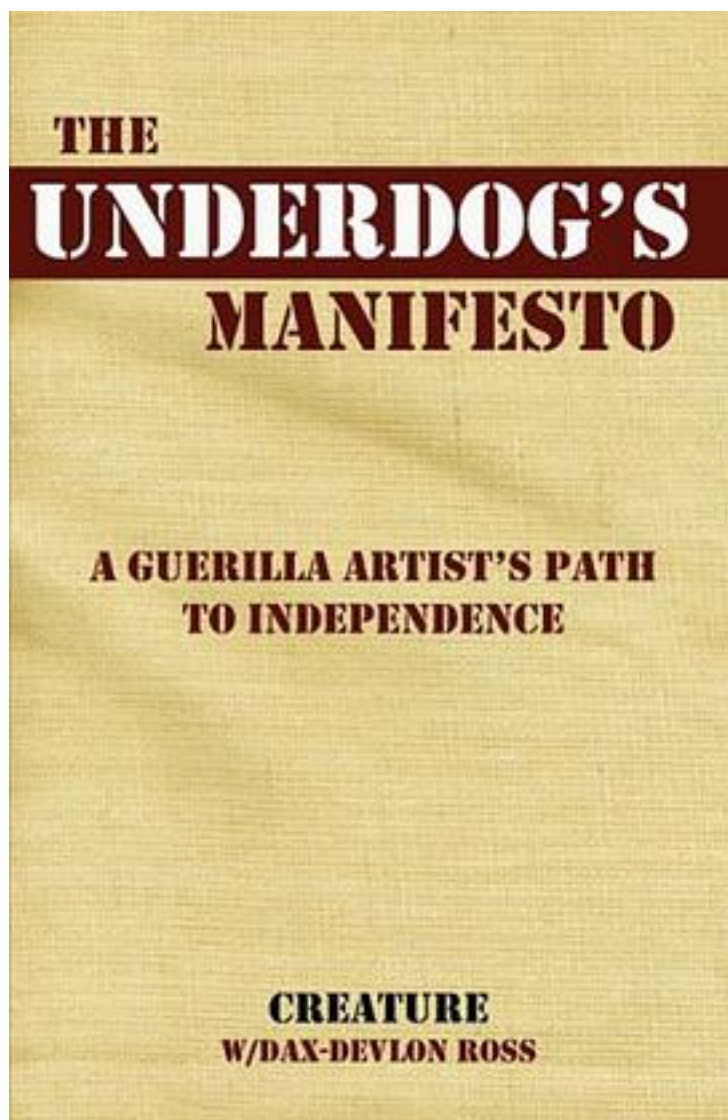


The Underdog's Manifesto



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著者:Dax Devlon-Ross

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"I look up to Creature...and he's younger than me I admire his wit, positive attitude and hard work ethic. He reminds me of ex-Jets running back Matt Snell." - Ricky Powell, Legendary Hip-Hop photographer and author of Oh Snap and The Rickford Files "With the record industry collapsing and choking on its own vomit of karma, hustling your own work is the way of the future. Can you imagine Jay-Z selling his own work own his own website? Creature can." - 2 Mex, Underground Hip-Hop Impressario "Over the years I've peddled thousands of CDs hand to hand, but I've never remotely matched the hustle that is exuded and embodied in Creature." - Busdriver, Avante Garde Hip-Hop Icon "Don't forget to have fun...it's just music " - J-Zone, Rapper, Producer, CEO of Old Maid Entertainment Part memoir, part survival manual, The Underdog's Manifesto isn't just one artist's story - it's every artist's story. It's our laughter in the face of disbelief; our resistance of corporate domination and social apathy; our commitment to crafting something original despite our culture's fascination with derivative, disposable mush. Underdog is the anti-How-To book. Creature's aim isn't to sell another rags to riches homily; through his candid reflections, raw wisdom and generosity of spirit he reminds us that there's no shame in a hard day's hustle. Throughout history underdogs have spirited the most authentic, audacious and original art, and spawned movements forever altering the creative landscape. Years from now Underdog may very well be regarded as the artistpreneur's clarion call. In the meantime let the voices and visions of these artists inspire you to look within and ask yourself why you create, what you're willing to sacrifice, what you believe and what it really means to be successful. Featuring interviews with Underdogs such as Percee P., Duo Live and "Lucky" Logan P. McCoy and afterword by revolutionary thinker Jeremy Glick - the man that frustrated Bill O'Reilly as no one else ever has - The Underdog's Manifesto is an indispensable and evolutionary addition to the process of becoming a confident and full-bodied artist. CREATURE Having sold more than 10,000 copies of his debut, Never Say Die, directly to fans in less than a year, Creature stands at the forefront of an emerging vanguard of entrepreneur-artists. He has recorded with the Beatnuts, MF Doom, Mike Ladd, Slug and Rob Sonic, and has shared the stage with Papoose, Sadat X, DJ Premier, Common and Immortal Technique. His follow-up, Hustle To Be Free, reaffirms his status as NY's hardest working artist. DAX-DEVLON ROSS Dax-Devlon Ross is the author of Beat of a Different Drum and The Best of Intentions, and co-author of a collection of essays, A Staircase of Words. He is a founding publisher of Outside the Box Publishing. Ross is a graduate of George Washington University Law School and a former NYC school teacher. An underdog himself, he connected with Creature the moment the two met in 2004.

作者介绍:

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