

Pimpology



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著者:Pimpin' Ken

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The names change, but the game remains the same. The pimp has reached nearly mythical status. We are fascinated by the question of how a guy from the ghetto with no startup capital and no credit -- nothing but the words out of his mouth -- comes not only to have a stable of sexy women who consider him "their man," but to drive a Rolls, sport diamonds, and wear custom suits and alligator shoes from Italy. His secret is to follow the "unwritten rules of the game" -- a set of regulations handed down orally from older, wiser macks -- which give him superhuman powers of charm, psychological manipulation, and persuasion. In "Pimpology," star of the documentaries "Pimps Up, Ho's Down" and American Pimp and Annual Players Ball Mack of the Year winner Ken Ivy pulls a square's coat on the unwritten rules that took him from the ghetto streets to the executive suites. Ken's lessons will serve any person in any interaction: Whether at work, in relationships, or among friends, somebody's got to be on top. To be the one with the upper hand, you've got to have good game, and good game starts with knowing the rules. If you want the money, power, and respect you dream of, you can't just "pimp your ride," you need to pimp your whole life. And unless you've seen Ray Charles leading Stevie Wonder somewhere, you need Ken's guidelines to do it. They'll reach out and touch you like AT&T and bring good things to life like GE. Then you can be the boss with the hot sauce who gets it all like Monty Hall.

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