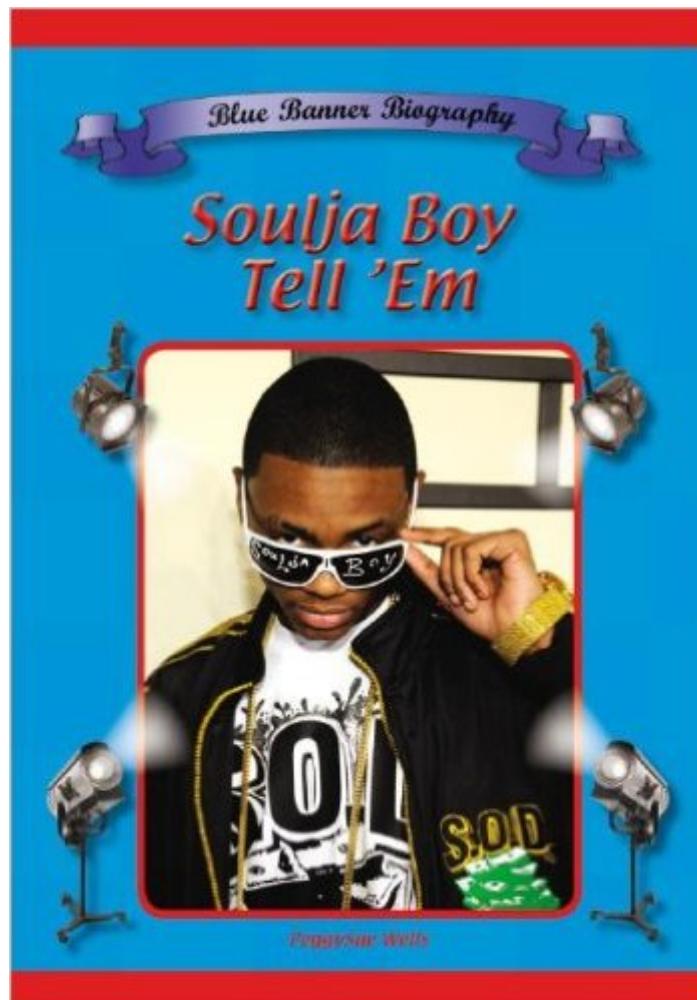


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# Soulja Boy Tell 'Em (Blue Banner Biographies)



## Synopsis

Businessman, producer, hitmaker, and entertainer DeAndre Cortez Way, known as Soulja Boy Tell Em, received his first Grammy Award nomination for best rap song when he was in high school. Before I was rapping, I was just a regular kid in school, he said. One day at school my friends were freestyling at the lunch table and that's where it all started. From his shoes to his shades and unique accessories, Soulja Boy designed his own movement. Wearing oversized shirts and brightly colored sneakers, the young rapper hit the stage with original songs and dance moves. Harnessing the Internet and employing guerrilla-style marketing, DeAndre capitalized on digital technology to build a fan base and sell millions of singles and ringtones. Combining fresh style with cutting-edge technology, DeAndre set new trends in entertainment while he was still a teenager.

## Book Information

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