



# HOW TO HUSTLE AND WIN

A Survival Guide for the Ghetto

Part One

SUPREME UNDERSTANDING



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## PREFACE TO THE 6<sup>TH</sup> EDITION

Back in 2008, I had no idea a book like this could become a bestseller. Thousands and thousands of copies later, it's clear that this book is much bigger than that. It's basically spawned a movement, one where people like you actively change entire communities.

When I first wrote this thing, I produced something that was a little different from other books. You see, this is a self-help book, but not really. It's a blend of Black history, urban gossip, hood stories, social commentary, game, business education, relationship advice, and the laws of the universe, all kinda rolled up into one big Swisher.

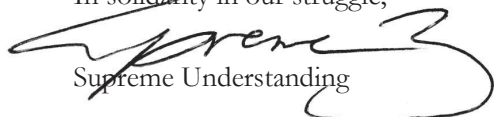
It's been a few years since this book first came out, so there are some stories that might be a little old by now. But this ain't a damn almanac so I'm not doing updates every year. After all, the LESSONS are gonna be consistent, and whoever I was talking about THEN, there's probably someone in that exact same position NOW.

I made a few updates in previous edition, cleaned up some of the typos (meaning there's still about 53), and added a few notes here and there...but it's 2013, and this book is heretofore being published exactly as is. I'm not exactly sure what "heretofore" means but it sounds right.

On another note, there's a LOT this book covers. I mean, EVERYTHING, from dope to divinity, or from rappers to revolution. But there's also things we don't get too deep on. That's what you'll find in Part Two, in Knowledge of Self, in The Hood Health Handbook, and so on. Yeah, basically, this book is what led to us creating our entire catalogue. Whatever we missed, trust us, we're covering it. (Check [www.supremedesignpublishing.com](http://www.supremedesignpublishing.com) for the latest)

With that said, please enjoy the following book. If you don't like it, you're probably a really fucked up person inside anyway. But hell, you've got a good book in your hands, so maybe reading it can help you.

In solidarity in our struggle,

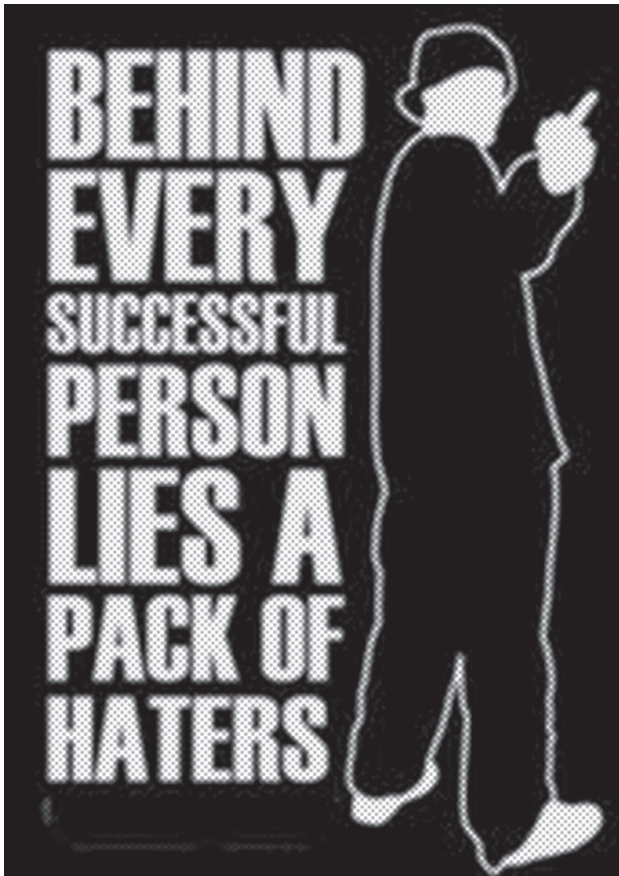
  
Supreme Understanding

**A SURVIVAL GUIDE FOR THE GHETTO**  
**DEDICATION**

To my family. Thank you for your patience and understanding.

To my Almighty Nation, and all those who have assisted me on my journey. Thank you for your guidance and support. I'm paying it forward.

To all my haters. Thank you for the motivation. Without you, I wouldn't be determined to be the best in everything I do.

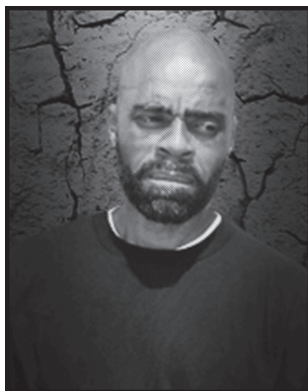


# Foreword

“FREEWAY” RICK ROSS

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**T**hirty years ago, I was in the streets when a man who I *thought* was my friend introduced me to cocaine. I ran it...and then I *ran with it*. I was good at what I did. The streets, the government, the media, all said I was responsible for the distribution of cocaine from the west coast all the way to the midwest. An operation, they say, that brought in at least a million dollars a day. I didn't see an end in sight.



Then the inevitable happened.

Thirty years later, things are different...for me at least. I've long since changed my mentality and my outlook on life and success. I eat different now. I haven't even watched television or listened to music in three years. When I started out selling cocaine, I was functionally illiterate – but while held captive, I'd already read over 200 books when a fellow inmate introduced me to a book called *How to Hustle and Win*. It claimed to be “a survival guide for the ghetto.” Sounded interesting. In this book, I saw the stories of people I either knew personally or had heard about. But most importantly, I read MY story and the stories of people just like me.

I read about people who were in my same situation, both past and present. I was able to see step-by-step how I could have avoided certain pitfalls. But never one to dwell on my past, I also learned how to capitalize on my successes and natural abilities.

There were things in the book that I was up on, as well as things I had forgotten, so I could confirm the truth of it all 100%. *How to Hustle and*



*Win* is strictly for the hood. It is a powerful book that every hustler, male or female, should pick up and read. Not only is the book inspirational, but it will also enlighten the minds of our trapped and confused youth. It's rare you come across a book like this.

It was about time somebody taught hustlers how to flip their income into legit business. This was a subject near and dear to my heart, since I owned everything from real estate to movie theaters. In fact, I was nicknamed "Freeway" Ricky because I owned so many properties off of Los Angeles' Harbor Freeway. I learned that part of the game and did it well, but I had to learn the hard way about how this game *really* works. Needless to say, even major players get played...daily.

In prison, I put a lot of people up on game. I saw that Supreme Understanding had the same vision. I know how to recognize a product that has the destiny to change the face of the earth. I always did. Much like I did when I got into the drug game, I read the book and ran with it. I actually began selling copies of *How to Hustle and Win* inside the penitentiary...and I witnessed firsthand the changes it helped people make. The biggest change, I think, is when people start making real sacrifices in the name of Life and Freedom...over Money and Luxury.

Some pursue greatness and claim it as theirs, while others wait for greatness to knock on their door one day. I don't have to tell you that this day hardly ever comes. This being the case, we have to Hustle and Win. I've made many sacrifices on both sides of the wall, both physical and mental. In the end, I *won*. But it wasn't easy. **In order to "win the game," you have to *change it*.** And that's exactly what I did.

I changed my outlook on life – leaving my spirit intact – without ever changing my principles. I've heard some question my actions based upon a lack of understanding of my case, the world at hand, or a severe misunderstanding of the code of the streets. Let me educate you. If you investigate thoroughly, it was *my case* that brought to light how the U.S. Government was *responsible* for bringing drugs into the country. And I took down cops (the "Rick Ross Task Force") who were my enemies (but never my partners). These cops were known for planting drugs on and framing innocent people. Taking down these officers, I was able to FREE 150 soldiers from prison.

Yes, I moved a lot of a weight, but I also shouldered some of that very same weight when it came time to be a man. I now take full responsibility for my actions, as well as their repercussions, but I can't live or dwell in the past. I can't talk to you about kilos. I can, however, tell you all about pounds and ounces: *An ounce of prevention is better than a pound of cure.*

Reading *How to Hustle and Win* is part of the prevention. But if you've already found yourself a bit over your head – it can also be the cure. The ghetto is a trap and if you want to survive, it's time for you to take control of your life. Read this book and take your first step out of the grave...and into life. The principles of *How to Hustle and Win* have been my passport to the world, my language, and my livelihood.

– “Freeway” Rick Ross,  
American Gangster

**Rick Ross** is one of the most famous hustlers of our era. Even while incarcerated, his name resounded so firmly in urban lore that rappers have made careers out of impersonating him. He has been featured in dozens of magazines, newspapers, television programs and documentary films. His story is also documented in the sequel to this book, *Rap, Race and Revolution: Solutions for Our Struggle*.



Free as of Fall 2009, Rick Ross has dedicated himself to changing the game he helped create. His many projects include an upcoming book, titled *Diamond Lane*, and a feature film titled *The Life Story of Freeway Ricky Ross*. He is currently looking for artists, actors, and models for future endeavors.

You can learn more about Freeway Rick Ross at his online blog at **[freewayenterprise.blogspot.com](http://freewayenterprise.blogspot.com)**

Also make sure to check out his social networking site **[www.freewayenterprise.com](http://www.freewayenterprise.com)**, which features the latest in hip-hop and urban issues. For all business matters, he can be reached at [rickross90746@gmail.com](mailto:rickross90746@gmail.com)

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# Introduction

## THE BASICS BEFORE YOU BEGIN

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*“Anytime you see someone more successful than you are, they are doing something you aren’t.” Malcolm X*

### WINNING THE GAME

As the rapper Jim Jones has said, “You respect my mind, or respect my grind.” He was on to something. In this game, you either think smarter, or work harder, if you plan to survive. Otherwise, you might as well kill yourself now. Because this is a dirty game, and it’s made to wear you down...until nothing’s left. And if that isn’t death, what’s death?

Now, let’s be clear. The word “survive” means getting out, because staying trapped ain’t survival in any sense of the word. When I say survival, I’m talking about success. After all, there’s nothing less we deserve.

There’s no reason you should come up out of all that hell, and not be strong as hell, and smart as hell, at least enough to be successful as hell.

But most of us don’t stand a chance in hell of “making it.” That’s why we live for the moment, focused on the next time we’ll ride high, while still living down the lows from the last time things went wrong. While folks on the other side of the fence are eatin the whole pie, it’s like we’re trapped in a hole, hoping a few crumbs fall over to our side.

And boy, do we fight hard for OUR side. After all, it’s all we have. We have to go hard for anything we need in life, and the first thing any man needs is his dignity and self-respect. That’s why we’ll kill over pride, spill blood for our side, and be the first to ride or die...

Somewhere in the process, we forget that the first time someone told us “ride or die” it was on a slave ship. And the first side, was the west side...of Africa...before we were tricked into taking sides, and takin rides...back when “taking a dive” meant jumping overboard to a cold death before we let them trap us in slavery.

Nowadays, the traps are everywhere, and some of us don’t even feel trapped. Some of us are even part of the trap itself...but I can’t blame you. We’ve watched the world abandon us...or so we thought...thinking that the only way to “get right” was to “get it by any means.” In the process, we forgot ourselves...and each other.

Little did we know that the world hadn’t forgotten us at all. In fact, the poor people of the world – the Black, brown, red, and yellow people of the world – they were waiting on us to rise up. They’re still waiting on us to rise up. That’s why the world follows every trend set by the Black man. If the Black man of America should ever rise up and demand change, the world would follow. But it would take a great man to take that first step, because most people are followers.

If you’re up to it, get ready. It’s going to be a long journey.

### **IS THIS BOOK FOR YOU?**

If you’re reading this and you’re still not sure about whether you’re the type of person who would benefit from this book, I’ll give you a few hints on how to tell. This book is meant for you if:

- ☐ You’ve always been intelligent, but hated school because they only taught bullsh\*t.
- ☐ You see the injustices and wrongs going on all around you, and it’s driving you nuts.
- ☐ You want to change something in the world or in yourself, but haven’t figured out how.
- ☐ You know you’re not just another “nigga.”
- ☐ You’re trying to turn your life around, but without church or the military!
- ☐ You’re not waiting on Jesus to come back and save you.
- ☐ You wonder why other people are such followers and hypocrites.
- ☐ You know there’s more to life than this.
- ☐ You’re ALWAYS questioning things.
- ☐ You’re able to take responsibility for the things that are happening in your life (without blaming it on someone else or “the devil”)

- ❑ You're not scared to challenge the things most people believe.
- ❑ You want better for yourself, your family, and/or your people.

If you responded "yeah" to any of these questions, then do yourself a favor and read this book from cover to cover. If nothing in here sparks your mind, then either you know it all already, or you're braindead.

I tried to make this book an all-you-can-eat for your brain. There's stuff in here that you'll think is stupid, stuff that's funny, and stuff that will make you want to cry or knock somebody the f\*ck out. At the end, my goal is to reverse the way we've been destroyed.

Now, this book is *aimed* at young Black men lost in the ghettoes of America. But that doesn't mean other people can't read it and use it. The lessons and information here can apply to *any* person of color...anywhere. After all, we're all going through the same things, whether we know it or not.

### WHAT THIS BOOK IS **NOT**

Everybody has expectations about something they're going to read before they actually read it. In school, I assumed every book would be boring, so I didn't really read much. In the process, I missed out on some pretty interesting books.

Then again, I never ran into any books that truly spoke to me and

### A Note to Everyone Else

Many of the people who pick up this book will not be young men, but parents, educators, loved ones, and other people who are truly concerned about the young men in their lives. If you know how deep the problems are, you won't be turned off or scared by what I'm saying in this book...because you understand why I'm saying it. I want you to read this book so you can know what's really going on, but – more importantly – I want you to get this book into the hands of the brothers who need it most.

Our intellectuals and community leaders would benefit by reading this also, so maybe they'll stop coming up with stupid, misinformed theories that show off how little they know about what's really going on.

As for white people...I'll say this much now: If you're white and you're reading this, either (1) you know this book isn't for you, but you want to find something to start some trouble about, or (2) you know this book isn't for you, but you're genuinely concerned about what people of color are going through...and you want to help.

If you're in the first group, put the book down and go do some yoga. If you're in the second group, then *good for you*. Just make sure you read the whole book (both parts). And don't be turned off by the way things are said. I could say, "The majority of the world's ethnic populations have been decimated by Western capitalist ventures." But, it's much more effective for me to simply say, "White folks have f\*cked sh\*t up for damn near all of us."

Now, if you're Black and you have a problem with what I just said about white people...you **REALLY** won't be able to handle what I'm going to tell you in this book. You may want to put this book down so that you, too, can go do some yoga and kiss your dog in the mouth.

what I was going through. At least not in school. Later on in life, I learned how to tell if a book would be worth reading.

I'm going to continue saving you some trouble by telling you what NOT to expect out of this book:

This book is NOT a storybook or trashy novel. If fiction is your thing, there are some good stories in this book, so you should still like it...but the stories are all true stories from the lives of hustlers, gangsters, conmen, celebrities, revolutionaries, and racists. On the other hand, if you want to read about steamy church romances and tough guys who are secretly gay, then that's not what this is about.

This book is NOT a church pamphlet. Sure, it has a message. But it's also full of cuss words and criminal activities. If life were different, I'd write it different.

This book is NOT politically correct. There are a lot of controversial topics and ideas in this book. You don't have to agree. I just want you to be able to think about the issues that your schoolbooks left out.

This book is NOT one of those "take power at all costs" books like the *Art of War* or *The 48 Laws of Power*. We've been chasing money and power, and hurting ourselves and each other in the process, for far too long. Change your mind and your body will follow. What do people of color look like following the business model that enslaved and exploited us? We're either going to exploit each other or ourselves. On the other hand, if you develop yourself into a determined, respectable individual with the right mind, success is inevitable.

Finally, this book is NOT a set of spiritual or philosophical ideas that don't work in real life. This book IS real life, and every part of it, including many parts you probably never knew about. This book isn't just about getting money, power, or the right mind, but about transforming yourself so that you can have all that and more.

## WHY THIS BOOK WAS WRITTEN

Now let's get into why you picked this book up. Either you already like reading and thought this would be another good book to check out...or this may be the book that gets you BACK into reading.

I was inspired when I first heard Young Jeezy talking about the book he was writing, *Thug Motivation*, to accompany his album of the same name. Jeezy always said he's not a rapper, but a motivational speaker, and I felt him on that. He commented on how most Black youth aren't reading because there aren't many books out there that interest them or address issues that are relevant to them. I felt him on that too. But I waited for



the book to drop. And I waited. Another album came out, but still no book. Then I remembered that the wise don't wait for food to rain down from heaven. So instead of waiting for someone else to write a book like this, I wrote one.

Who am I? **I'm you. Before and after.** I've been through almost everything you could be going through, and I say that with some certainty because I've been through a lot (See "About the Author"). I've come out the hell I was born into, as well as the hell I put myself through...and I came out victorious, not a victim. Since I changed my name to Supreme Understanding Allah at 15, I've put a lot of thought and energy into developing a supreme understanding of everything I encountered. My first experience with the culture of Islam taught me that ISLAM means "I Study Life Around Me." By studying, investigating, observing, building with, and listening to others much wiser than me, I've attained the twelve jewels every human being lives in pursuit of:

Knowledge	Freedom	Food	Love
Wisdom	Justice	Clothing	Peace
Understanding	Equality	Shelter	Happiness

I didn't think I'd ever make it to Peace and Happiness. Now that I have, however, I feel like I still have more to do. I'm in the streets daily, working hands-on with the community. I know that sounds like a great thing, but it also means anything can happen to me at any time. I'm okay with that. But I just can't go to my grave not sharing what I've learned with as many people as possible. That's what I've dedicated my life to. So this book is going to help me just as much as I hope it helps you.

## 2 PARTS – WHAT 4?

Whether you know it or not, you're in school every day, learning from life, and solving the problems it hands you. If you fail the tests, you get another chance to learn the lesson. If you keep failing, you end up a zero. You don't end up WITH a zero. You ARE the zero. Or, worse, you become negative. Now, YOU'RE another problem for everyone else to deal with!

In many ways, this dirty game is a numbers game. T.I. understood this when he recorded "Be Better than Me":

Ay, it's rules in the game son, learn it young/  
When these haters speak yo name, man, burn they tongue/  
Never be ashamed of how ya live or where ya from/  
You stack a mil, niggas'll see how far you come/  
Without a gun, you got somethin'll make 'em bar you son/  
That's a million dollar mind, while these niggas is dumb/  
Yeah, they gon get outta line, but these niggas is scum/  
They outta sight and outta mind 'til

you visit the slum/ Stay down, stay on the grind and your digits'll come/ Bottom line, you gotta shine no matter what you become/ These streets is 40 percent of your mind and 5 percent muscle/ 10 struggle, 10 time, and 35 percent hustle

It's too bad so many of us are bad at math. We're failing tests daily, and many of us didn't even know that we missed the lesson.

Wouldn't it be easier if we could simplify the game into a little book of problems and answers? Or if there was a set of guidelines or formulas that we could use to choose the best paths in life? Or at least if the lessons to life could be clear and straight-forward?

It really can be THAT simple. This book will pretty much give you the game. It will give you every lesson it takes to survive...and to be successful. There's no way I could fit over 120 lessons into one book, and keep it at a length that wouldn't scare most people away. So I put together more than 700 pages of game, then chopped it in half.

This book is organized into chapters based on the nine natural laws of life. You see, life is governed by certain laws that you can't break or escape. Because the universe and everything in it can be described in mathematical terms, the laws themselves are mathematical. Mathematics is a language of laws that is universal, so cultures all over the world have come up with the same ideas throughout history. While many ancient civilizations have come up with a similar set of universal laws, the only one written for young Black people in the streets were given to us by a man named Allah in Harlem during the 1960s.

The Supreme Mathematics were meant to be simple, so that anyone – even a child – could understand. But the principles they described were vast enough to make any scientist's head spin as well. These nine simple concepts covered everything from the development of the physical universe to the personal growth and development of the Black man himself. There's no better way to organize the lessons for a self-improvement book for people of color than by these principles.

The essays included in the five chapters of *Part One* are grouped together based on the first five principles of those nine laws.

These nine laws are:




1. **Mind over Matter:** Be aware. Examine what you know, and how you know it. Know who you are, and where you're going.
2. **Manifestation and Presentation:** Once you know better, do better, speak better, choose better, and live better.
3. **Reconsider and Reevaluate:** Seek understanding. Find clarity, vision, and perspective on yourself, life, and the world.

4. **Create a Culture of Success:** Transform a strong vision into a strong lifestyle and long-term agenda.
5. **Identify your Strengths:** Find your power within, in life, and in the world...and focus on developing it.
6. **Expansion and Distribution:** Broaden your horizons, spread your reach, and find balance in all you do.
7. **Top of the Food Chain...or Pawn in the Game?:** Be yourself, lead yourself, and put the weight of the world on your shoulders.
8. **Kill Yourself So You Can Live:** Eliminate the weaknesses in yourself and the world around you, while developing the strength and discipline it will take to do so.
9. **Seal the Deal:** Choose the best paths, envision the future, ensure survival, and achieve success.

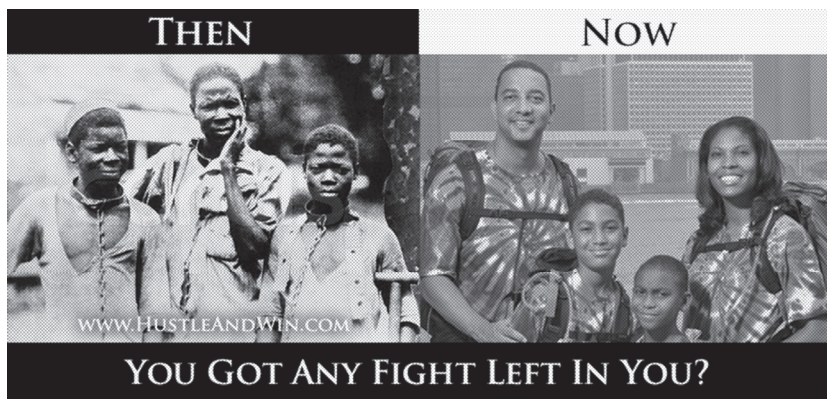
The problem with many so-called “self-help” books is that they’re not practical. It’s very hard to apply some of those philosophical ideas and cliché sayings to daily life, especially if daily life is a struggle. So the laws by themselves aren’t necessarily going to save you life. You have to understand the many life lessons that fall under each of those nine principles. That’s the reason why this book is filled to the brim with so much content.

Each chapter covers a variety of issues (women, money, crime, etc.), but the lessons in each book will all fall under one of those nine principles. If you can successfully use these laws to guide your life, you’re destined to win before you even begin. *Part One* will cover the the first five principles. *Part Two*, which is titled *How to Hustle and Win, Part 2: Rap, Race, and Revolution* picks up where *Part One* leaves off, and completes the journey with the ninth principle.

### HOW TO READ THIS BOOK

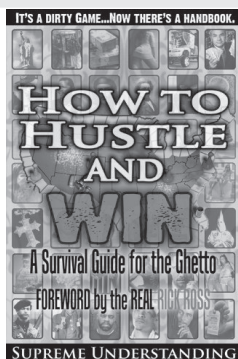
-  You can start from the beginning and work your way to the end, or you can find interesting headings in the Table of Contents and hop around from essay to essay. This book can be read in any order.
-  When you come across a word you don’t know, first see if you can figure out the meaning based on the rest of the sentence. If not, grab a dictionary or go to [www.dictionary.com](http://www.dictionary.com)
-  The same thing goes for any person, place, event, or idea that’s new to you. Look it up. If you don’t feel like grabbing a book, you can start at [www.wikipedia.org](http://www.wikipedia.org)

- 📖 Bring it with you wherever you go. Instead of smoking a cigarette or text messaging when you're bored or waiting for something, *read*.
- 📖 Find a partner or two who can get a copy of the book to read as well. When you meet, talk about what you're reading and what you think about it. This develops your brotherhood, your minds, and your ability to communicate.
- 📖 Don't hide the book. Unless you're a total pussy, you shouldn't be scared to be seen with this book. If you *are* a total pussy, you're probably getting clowned anyway. Maybe showing people that you're reading a cool book will help keep them from chumping you off so much.
- 📖 Take notes. Highlight. Circle important sections. But only if this is *your* book. Otherwise the owner's gonna be pissed.
- 📖 Work to understand every idea that is discussed in this book. If you can do that, I guarantee that you'll know more than the average college student.
- 📖 I didn't make everything easy. Some of this book is written in very simple language that anyone can understand. Other parts are meant to be more difficult. If this book didn't challenge you, I wouldn't be proud of writing it. I meant what I said about you knowing more than the average college student when you're done. But you'll have to read more than just the funny lists.
- 📖 Finally, I didn't make everything obvious. Some of the life lessons in this book have already appeared many times in your life, but you may have missed them. Don't miss the lessons in this book. I may use the Pequot Indians or the Black Mafia to explain a point, but those lessons could apply to everything from a business deal to the check-out line at the supermarket. Keep your eyes open as you read.



## ALSO FROM OUR COMPANY

### How to Hustle and Win, Part 1: A Survival Guide for the Ghetto



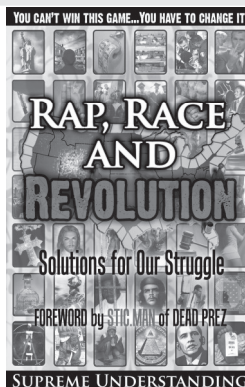
**By Supreme Understanding**  
**Foreword by the Real Rick Ross**

This is the book that started it all. Now an international bestseller, this book has revolutionized the way people think of “urban literature.” It offers a street-based analysis of social problems, plus practical solutions that anyone can put to use.

CLASS	PAGES	RETAIL	RELEASE
I-1	336	\$14.95	Jun. 2008

ISBN: 978-0-9816170-0-8

### How to Hustle and Win, Part 2: Rap, Race, and Revolution



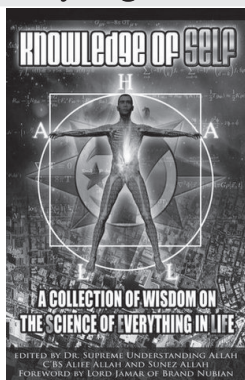
**By Supreme Understanding**  
**Foreword by Stic.man of Dead Prez**

Seen here in its original green cover, the controversial follow-up to *How to Hustle and Win* digs even deeper into the problems we face, and how we can solve them. Part One focused on personal change, and Part Two explores the bigger picture of changing the entire hood.

CLASS	PAGES	RETAIL	RELEASE
I-1	384	\$14.95	Apr. 2009

ISBN: 978-0-9816170-9-1

### Knowledge of Self: A Collection of Wisdom on the Science of Everything in Life



**Edited by Supreme Understanding, C'BS Alife Allah, and Sunez Allah, Foreword by Lord Jamar of Brand Nubian**

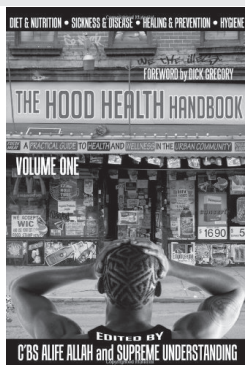
Who are the Five Percent? Why are they here? In this book, over 50 Five Percenters from around the world speak for themselves, providing a comprehensive introduction to the esoteric teachings of the Nation of Gods and Earths.

CLASS	PAGES	RETAIL	RELEASE
I-2	256	\$14.95	Jul. 2009

ISBN: 978-0-9816170-2-2



## The Hood Health Handbook, Volume One (Physical Health)



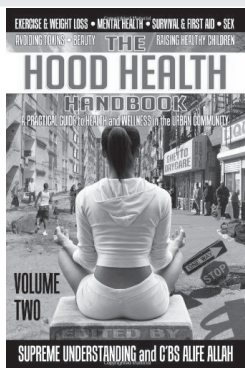
**Edited by Supreme Understanding and C'BS Alife Allah, Foreword by Dick Gregory**

Want to know why Black and brown people are so sick? This book covers the many “unnatural causes” behind our poor health, and offers hundreds of affordable and easy-to-implement solutions.

CLASS	PAGES	RETAIL	RELEASE
PH-1	480	\$19.95	Nov. 2010

ISBN: 978-1-935721-32-1

## The Hood Health Handbook, Volume Two (Mental Health)



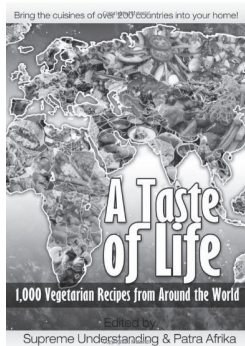
**Edited by Supreme Understanding and C'BS Alife Allah**

This volume covers mental health, how to keep a healthy home, raising healthy children, environmental issues, and dozens of other issues, all from the same down-to-earth perspective as Volume One.

CLASS	PAGES	RETAIL	RELEASE
MH-1	480_	\$19.95	Nov. 2010

ISBN: 978-1-935721-33-8

## A Taste of Life: 1,000 Vegetarian Recipes from Around the World



**Edited by Supreme Understanding and Patra Afrika**

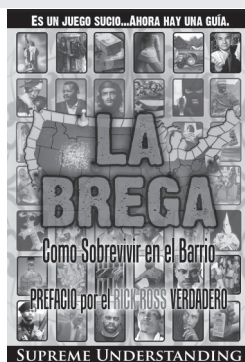
This cookbook makes it easy to become vegetarian. In addition to over 1,000 recipes from everywhere you can think of, plus over 100 drink and smoothie recipes, this book also teaches how to transition your diet, what to shop for, how to cook, as well as a guide to nutrients and vitamins.

CLASS	PAGES	RETAIL	RELEASE
W-1	400	\$19.95	Jun. 2011

ISBN: 978-1-935721-10-9



## La Brega: Como Sobrevivir En El Barrio



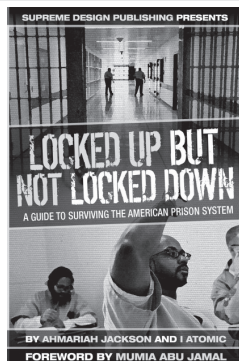
**By Supreme Understanding**

Thanks to strong demand coming from Spanish-speaking countries, we translated our groundbreaking How to Hustle and Win into Spanish, and added new content specific to Latin America. Because this book's language is easy to follow, it can also be used to brush up on your Spanish.

CLASS	PAGES	RETAIL	RELEASE
<b>0-1</b>	<b>336</b>	<b>\$14.95</b>	<b>Jul. 2009</b>

ISBN: 978-0981617-08-4

## Locked Up but Not Locked Down: A Guide to Surviving the American Prison System



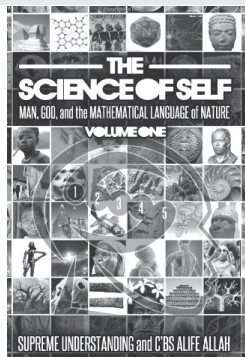
**By Ahmariah Jackson and IAtomic Allah**  
**Foreword by Mumia Abu Jamal**

This book covers what it's like on the inside, how to make the most of your time, what to do once you're out, and how to stay out. Features contributions from over 50 insiders, covering city jails, state and federal prisons, women's prisons, juvenile detention, and international prisons.

CLASS	PAGES	RETAIL	RELEASE
<b>J-1</b>	<b>288</b>	<b>\$14.95</b>	<b>Jul. 2012</b>

ISBN: 978-1935721-00-0

## The Science of Self: Man, God, and the Mathematical Language of Nature



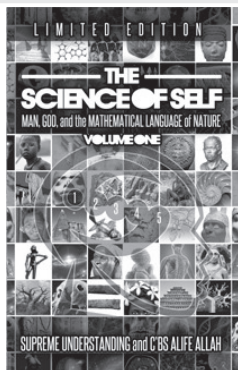
**By Supreme Understanding and C'BS Alife Allah**

How did the universe begin? Is there a pattern to everything that happens? What's the meaning of life? What does science tell us about the depths of our SELF? Who and what is God? This may be one of the deepest books you can read.

CLASS	PAGES	RETAIL	RELEASE
<b>I-4</b>	<b>360</b>	<b>\$19.95</b>	<b>Jun. 2012</b>

ISBN: 978-1935721-67-3

## The Science of Self: Man, God, and the Mathematical Language of Nature (Hardcover Edition)



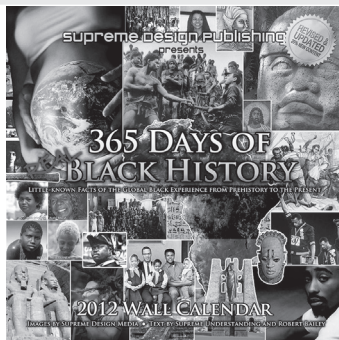
### By Supreme Understanding

A beautiful hardcover edition of the bestselling work, *The Science of Self*. Under the full-color dust jacket is an embossed clothbound hard cover. Autographed and numbered as part of a special limited edition series, this book also includes the 16 full-color inserts found in the paperback edition.

CLASS	PAGES	RETAIL	RELEASE
I-4	360	\$34.95	Jun. 2012

Only available direct from publisher.

## 365 Days of Real Black History Calendar (2012 Edition)



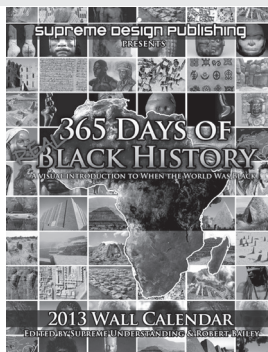
### By Supreme Understanding and Robert Bailey

A calendar that'll never be out-dated! Over 365 important facts and quotes covering little-known, but important, moments in Black history. Written in brief chunks and easy language for all audiences.

CLASS	PGS	PRICE	RELEASE
I-2	26	\$2.95	2011

Only available direct from publisher.

## 365 Days of Real Black History Calendar (2013 Edition)



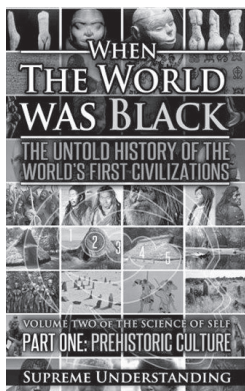
### By Supreme Understanding

Our 2013 calendar and planner was also designed to be timeless, as it's a beautifully-designed companion to *When the World was Black*. You'll find dozens of striking full-color images that help tell the stories of global Black history.

CLASS	PAGES	PRICE	RELEASE
I-2	26	\$4.95	2012

Only available direct from publisher.

## When the World was Black, Part One: Prehistoric Cultures



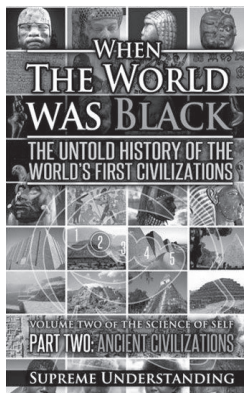
**By Supreme Understanding**  
**Foreword by Runoko Rashid**

When does Black history begin? Certainly not with slavery. In two volumes, historian Supreme Understanding explores over 200,000 years of Black history from every corner of the globe. Part One covers the first Black communities to settle the world, establishing its first cultures and traditions. Their stories are remarkable.

CLASS	PAGES	RETAIL	RELEASE
I-3	400	\$19.95	Feb. 2013

ISBN: 978-1-935721-04-8

## When the World Was Black, Part Two: Ancient Civilizations



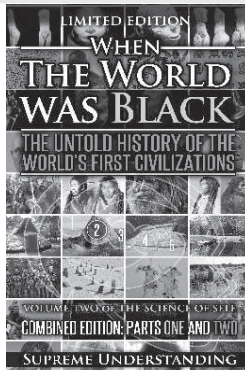
**By Supreme Understanding**

Part Two covers the ancient Black civilizations that gave birth to the modern world. Black people built the first urban civilizations in Africa, Asia, Europe, and the Americas. And every claim in these books is thoroughly documented with reputable sources. Do you want to know the story of your ancestors? You should. We study the past to see what the future will bring.

CLASS	PAGES	RETAIL	RELEASE
I-3	400	\$19.95	Feb. 2013

ISBN: 978-1-935721-05-5

## When the World was Black, Parts One and Two (Hardcover)



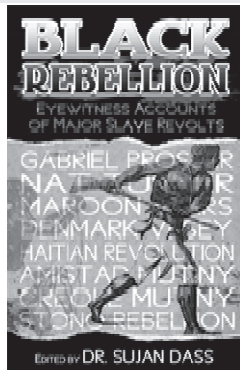
**By Supreme Understanding**

An incredible limited edition that combines Part One and Part Two into a single book, cased in an embossed clothbound hardcover and dust jacket. Autographed and numbered, this collector's item also includes both sets of full-color inserts.

CLASS	PAGES	RETAIL	RELEASE
I-3	800	\$19.95	Dec. 2013

Only available direct from publisher.

## Black Rebellion: Eyewitness Accounts of Major Slave Revolts



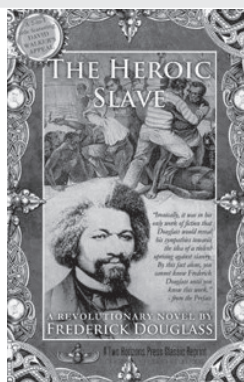
**Edited by Dr. Sujan Dass**

Who will tell the stories of those who refused to be slaves? What about those who fought so effectively that they forced their slavers to give up? *Black Rebellion* is a collection of historical “eyewitness” accounts of dozens of major revolts and uprisings, from the U.S. to the Caribbean, as well as a history of slavery and revolt.

CLASS	PAGES	RETAIL	RELEASE
<b>P-3</b>	<b>272</b>	<b>\$14.95</b>	<b>May 2010</b>

ISBN: 978-0-981617-04-6

## The Heroic Slave



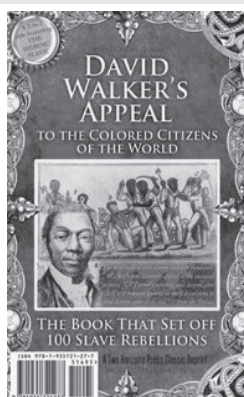
**By Frederick Douglass**

Most people don’t know that Douglass wrote a novel...or that, in this short novel, he promoted the idea of violent revolt. By this time in his life, the renowned abolitionist was seeing things differently. This important piece of history comes with *David Walker’s Appeal*, all in one book.

CLASS	PAGES	RETAIL	RELEASE
<b>P-3</b>	<b>160</b>	<b>\$14.95</b>	<b>Apr. 2011</b>

ISBN: 978-1-935721-27-7

## David Walker’s Appeal



**By David Walker**

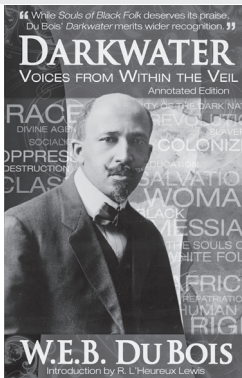
This is one of the most important, and radical, works ever published against slavery. Rather than call for an end by peaceful means, Walker called for outright revolution. His calls may have led to over 100 revolts, including those described in *Black Rebellion*. This important piece of history comes with Douglass’ *The Heroic Slave*, which it may have helped inspire.

CLASS	PAGES	RETAIL	RELEASE
<b>P-3</b>	<b>160</b>	<b>\$14.95</b>	<b>Apr. 2011</b>

ISBN: 978-1-935721-27-7



## Darkwater: Voices from Within the Veil, Annotated Edition



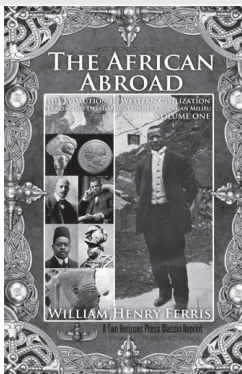
**By W.E.B. Du Bois**

This book makes Du Bois' previous work, like *Souls of Black Folk*, seem tame by comparison. *Darkwater* is revolutionary, uncompromising, and unconventional in both its content and style, addressing the plight of Black women, the rise of a Black Messiah, a critical analysis of white folks, and the need for outright revolution.

CLASS	PAGES	RETAIL	RELEASE
I-4	240	\$14.95	Jun. 2011

ISBN: 978-0-981617-07-7

## The African Abroad: The Black Man's Evolution in Western Civilization, Volume One



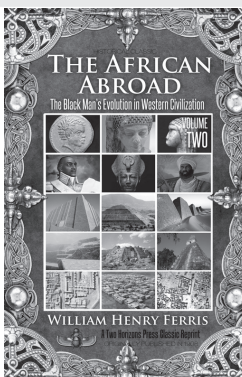
**By William Henry Ferris**

Who would think a book written in 1911 could cover so much? Ferris, chairman of the UNIA, speaks up for the Black man's role in Western civilization. He discusses a wealth of history, as well as some revolutionary Black theology, exploring the idea of man as God and God as man.

CLASS	PAGES	RETAIL	RELEASE
I-5	570	\$29.95	Oct. 2012

ISBN: 978-1935721-66-6

## The African Abroad: Volume Two



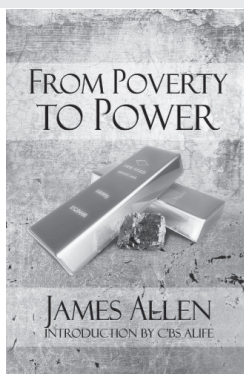
**By William Henry Ferris**

The second volume of Ferris' epic covers important Black biographies of great leaders, ancient and modern. He tells the stories of forty "Black Immortals." He also identifies the African origins of many of the world's civilizations, including ancient Egypt, Akkad, Sumer, India, and Europe.

CLASS	PAGES	RETAIL	RELEASE
I-5	330	\$19.95	Oct. 2012

ISBN: 978-1-935721-69-7

## From Poverty to Power: The Realization of Prosperity and Peace



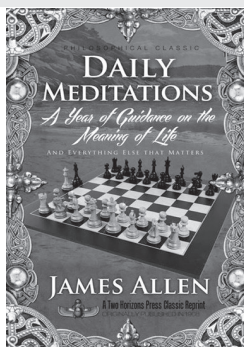
**By James Allen**

Want to transform your life? James Allen, the author of the classic *As a Man Thinketh*, explores how we can turn struggle and adversity into power and prosperity. This inspirational text teaches readers about their innate strength and the immense power of the conscious mind.

CLASS	PAGES	RETAIL	RELEASE
<b>I-3</b>	<b>144</b>	<b>\$14.95</b>	<b>May 2010</b>

ISBN: 978-0-981617-05-3

## Daily Meditations: A Year of Guidance on the Meaning of Life



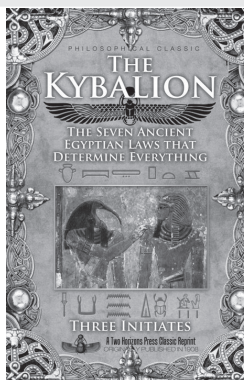
**By James Allen**

Need a guidebook to a productive and healthy year? This is it. James Allen delivers another great work in this book, this time offering 365 days of inspiration and guidance on life's greatest challenges. This book includes sections for daily notes.

CLASS	PAGES	RETAIL	RELEASE
<b>C-3</b>	<b>208</b>	<b>\$14.95</b>	<b>Apr. 2013</b>

ISBN: 978-1-935721-08-6

## The Kybalion: The Seven Ancient Egyptian Laws \_



**By the Three Initiates**

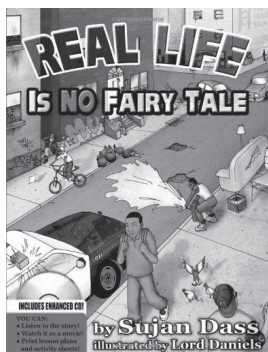
Thousands of years ago, the ancients figured out a set of principles that govern the universe. In *The Kybalion*, these laws are explored and explained. This edition includes research into the authorship of the book, and where the laws came from.

CLASS	PAGES	RETAIL	RELEASE
<b>C-4</b>	<b>130</b>	<b>\$14.95</b>	<b>Oct. 2012</b>

ISBN: 978-1-935721-25-3



## Real Life is No Fairy Tale (w/ Companion CD)



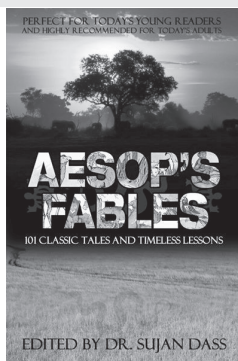
**By Sujan Dass and Lord Williams**

Looking for a children's book that teaches about struggle? Written for school age children, this full-color hardcover book is composed entirely in rhyme, and the images are as real as they get. Includes a CD with an audio book, animated video, review questions, and printable worksheets and activities.

CLASS	PGS	RETAIL	RELEASE
CD-4	36+	\$16.95	Jun. 2010

ISBN: 978-0-9816170-2-2

## Aesop's Fables: 101 Classic Tales and Timeless Lessons



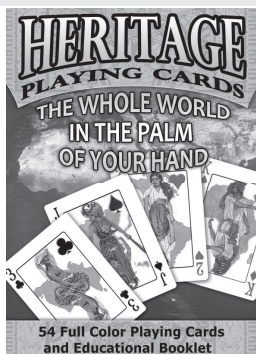
**Edited by Dr. Sujan Dass**

What's better to teach our children than life lessons? This easy-to-read collection of classic tales told by an African storyteller uses animals to teach valuable moral lessons. This edition includes dozens of black-and-white images to accompany the timeless fables. Color them in!

CLASS	PAGES	RETAIL	RELEASE
CD-3	112	\$14.95	Feb. 2013

ISBN: 978-1-935721-07-9

## Heritage Playing Cards (w/ Companion Booklet)



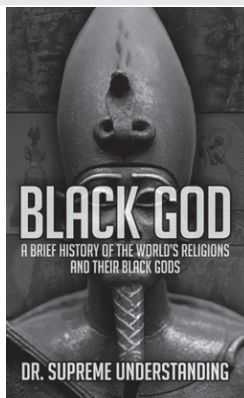
**Designed by Sujan Dass**

No more European royalty! This beautiful deck of playing cards features 54 full-color characters from around the world and a 16-page educational booklet on international card games and the ethnic backgrounds of the people on the cards.

CLASS	PGS	RETAIL	RELEASE
CD-2	16+	\$6.95	May 2010

UPC: 05105-38587

## Black God: An Introduction to the World's Religions and their Black Gods



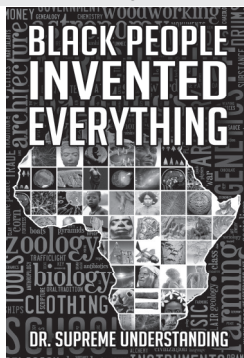
### By Supreme Understanding

Have you ever heard that Christ was Black? What about the Buddha? They weren't alone. This book explores the many Black gods of the ancient world, from Africa to Europe, Asia, and Australia, all the way to the Americas. Who were they? Why were they worshipped? And what does this mean for us today?

CLASS	PAGES	RETAIL	RELEASE
<b>C-3</b>	<b>200</b>	<b>\$19.95</b>	<b>Jan. 2014</b>

ISBN: 978-1-935721-12-3

## Black People Invented Everything



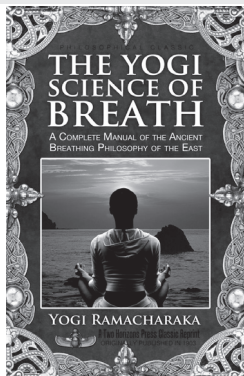
### By Supreme Understanding

In *The Science of Self* we began exploring the origins of everything that modern civilization depends on today. In this book, we get into specifics, showing how Black people invented everything from agriculture to zoology, with dozens of pictures and references to prove it!

CLASS	PAGES	RETAIL	RELEASE
<b>I-3</b>	<b>180</b>	<b>\$14.95</b>	<b>Feb. 2014</b>

NOT YET PUBLISHED

## The Yogi Science of Breath: A Complete Manual of the Ancient Philosophy of the East



### By Yogi Ramacharaka

A classic text on the science of breathing, one of the most ignored, yet important, aspects of our physical and emotional health. This book has been used by both martial arts experts and legendary jazz musicians. This edition explores the “secret science” of breath, and where its mysterious author learned such teachings.

CLASS	PAGES	RETAIL	RELEASE
<b>PH-4</b>	<b>112</b>	<b>\$14.95</b>	<b>Apr. 2012</b>

ISBN: 978-1-935721-34-5

## A Sucker Born Every Minute



By Supreme Understanding

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CLASS	PAGES	RETAIL	RELEASE
B-1	180	\$14.95	Feb. 2014

NOT YET PUBLISHED

## Legal Hustles: 95 Ways to Get Paid without a 9 to 5



By Supreme Understanding

Looking for a way to make money without a 9 to 5 job? This book may have the answers. In the tradition of *How to Hustle and Win*, this book offers 95 practical "hustles" that can generate quick – and legal – money for anyone with drive.

CLASS	PAGES	RETAIL	RELEASE
B-1	160	\$14.95	Mar. 2014

NOT YET PUBLISHED

## We Need a Movement: An Introduction to Changing the World



By Supreme Understanding

Ready to do something positive? On a massive scale? This is the introduction to the 360 Movement, a social change campaign that brings together people from all walks of life to get to work on fixing our communities. Together, we can solve all the problems of urban America.

CLASS	PAGES	RETAIL	RELEASE
O-1	120	\$14.95	Feb. 2014

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# THE 360 MOVEMENT



## WHAT WE DO

What do we do? We create change in our communities by working in 12 key areas:

- |                      |                    |              |
|----------------------|--------------------|--------------|
| 1. Identity          | 5. Justice         | 9. Outreach  |
| 2. Education         | 6. Business        | 10. Family   |
| 3. Child Development | 7. Physical Health | 11. Politics |
| 4. Culture           | 8. Mental Health   | 12. Media    |

### 1. IDENTITY

Because we all want to know what we're here for.

### 2. EDUCATION

Because we all want to learn things that can actually benefit us.

### 3. CHILD DEVELOPMENT

Because we all want the children of our communities to grow up healthy and happy.

### 4. CULTURE

Because we all care more about the principles people live – rather than what they claim to believe.

### 5. JUSTICE

Because we all want to be free from being targeted, discriminated against, or oppressed.

### 6. BUSINESS

Because we all need a way to afford the things we need to survive and take care of our families.

### 7. PHYSICAL HEALTH

Because we all want to be healthy enough to live out our full potential.

### 8. MENTAL HEALTH

Because we all need a way to make sense of life and keep things together in our heads, even when life seems chaotic.

## **9. OUTREACH**

Because we need to engage and maintain healthy relationships with the members of our community that the rest of society has written off.

## **10. FAMILY**

Because we all want to have the kind of family that will stick together and grow stronger across generations.

## **11. POLITICS**

Because we all want to get results without distraction, manipulation, unnecessary conflicts, and chaos.

## **12. MEDIA**

Because we all want to see something more positive or useful in our media and entertainment.

## **HOW IT HAPPENS**

In short, by coming together. The 360 Movement is a network of committed individuals working together to give communities CPR (Curriculum, Programs, and Resources). In the process, we teach our members how to build wealth and a solid support system for anything they want to accomplish.

## **WHERE IT HAPPENS**

Everywhere that change is needed. Networks are being established in cities across America, and – and soon will be expanding into Black and brown communities internationally.

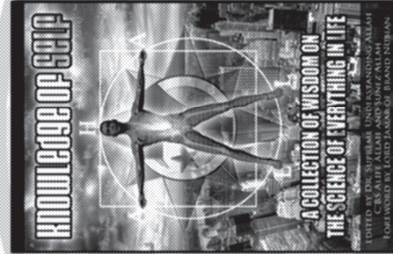
## **WHEN IT HAPPENS**

Every day, until the day when injustice, racism, poverty, violence, miseducation, and other issues no longer present problems for our communities.

## **WHO DOES THE WORK?**

Everyone who can, in whatever way they can. In other words, you and I. Together, we can solve all of the urban community's problems. To see how you can be a part of the movement, visit [www.the360movement.com](http://www.the360movement.com) to find a meeting or center near you.





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### **What should you do now that you're done reading?**

**Here are some suggestions:**

- ☐ Complete any activities mentioned in this book, especially the discussions. See any of the films mentioned, but with others.
- ☐ Tell somebody about this book and what you've learned. Invite them to come read it. Don't let them steal the book.
- ☐ As another option, let them steal the book. It might help them.
- ☐ Mentor some young people or teach a class using this book as a handbook or reference.
- ☐ Talk about this book online, but don't stay on the Net forever.
- ☐ Join an organization or group that discusses concepts like the ones in this book and get into those discussions.
- ☐ Leave this book away somewhere it will be picked up and read.
- ☐ Identify the people in your community who could use a copy of this book. If they're people who would want to buy a book like this, let em read a few pages and see if they can afford to buy a copy.
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**We hope this helps you keep the knowledge contagious.**