STEVE JONES

Everything you need to know to build a stronger business you can learn from the legends of rock n' roll. Music industry veteran Steve Jones takes you backstage to show you how the core strategies of AC/DC, Bob Marley, U2, Fleetwood Mac, and Run DMC can help you create a stronger, leaner, and more successful business. In a presentation loaded with great music and entertaining stories, Steve brings a concert-like energy to every event.

Steve is the author of two popular business books, *Brand Like a Rock Star* and *Start You Up*. He is based in Toronto, Canada, where he oversees brands and content for Stingray Radio, a global music, media, and technology company.