

Steve Stoute On The Cool Of James Bond

[vimeo]28972495[/vimeo]

The Life Files had a sit down talk with music executive Steve Stoute about his meeting with Sir Roger Moore and how the swaggalicious nature of hip-hop transcends cultures. The conversation between Stoute and Moore is documented in his new book *The Tanning Of America* which is about the way popular culture specifically, hip-hop reinvigorated The American Dream with its cross-cultural shared values.