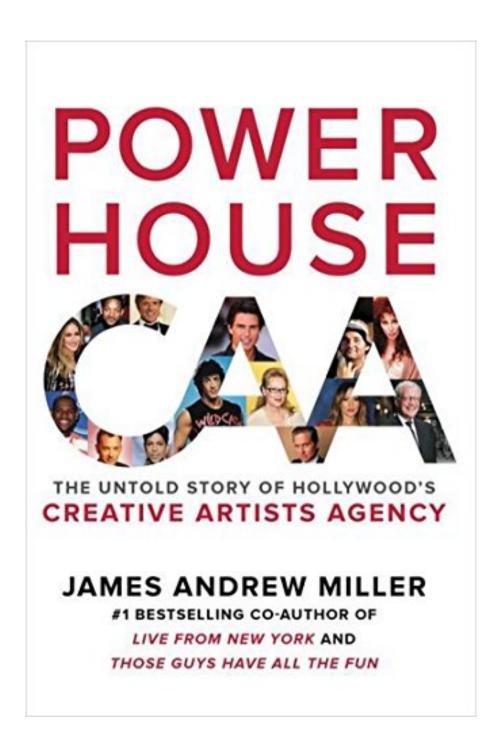


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### A New York Times bestseller

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Most helpful customer reviews

5 of 5 people found the following review helpful.

... down but having worked at CAA in what feels like a lifetime ago

By Book Junkie

I have to admit I couldn't put the book down but having worked at CAA in what feels like a lifetime ago. I have to say that the author sugar coated a lot of events and stories. There are a lot of agents that were lucky enough to fail up because they were close to the right people and at the end stabbed them in the back. There were and are some amazing women at CAA and I feel the author missed that boat. History is written by the victors and CAA in this case is the victor.

0 of 0 people found the following review helpful.

Fascinating especially for people who are pop culture junkies

By Theresa Dickison

I'm an entertainment and pop culture junkie so this book was already right up my alley. I know about agencies and heard the names CAA and Endeavor and so forth but didn't have any idea what agencies were or what they did for people. The book is a history from the very beginning of CAA in the 70s right up to the present day. It includes interviews from all the principle founders of CAA, CAA agents, agents from other competitive agencies, executives and celebrities. It is organized in an oral history fashion which is a format that I happen to like. Each section has a narrative introduction but otherwise it is all an oral history.

I've read other reviews that accuse the book of being biased towards CAA or sugarcoating the events but I didn't get that feeling as I was reading it. There are plenty of dissenting views and not very flattering descriptions from quite a few people directed at CAA. There are a few people that you can tell still work there and need to toe the company line and sound like an infomercial but they're pretty easy to identify.

It is a long book but it kept my interest from beginning to end. It goes into some extreme detail that might be boring to some but which I found fascinating (especially the parts about sports representation).

0 of 0 people found the following review helpful.

I hated these people

By Jan Genovese

I read 65% of this book and could not finish. I hated these people. Greedy, self absorbed jerks. They think they add so much to the world. Ugh. The agents are "owned" and are slaves. Who cares about their big salaries? And the executives! Does anyone in this world need more than 30 million dollars? These are really skewed people. When I don't care about them, the book dies for me. Even the actors seemed tawdry.

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