



## The Gold Standard: Rules to Rule By

*Ari Gold*

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## **The Gold Standard: Rules to Rule By Ari Gold**

Ari Gold, after years of dominating the Hollywood agency scene, finally offers invaluable tips and advice on how to be as successful in work and in life as Gold himself.

Ari Gold is known for his ruthless approach to deal-making and client relationships that made him one of, if not *the*, most powerful and sought-after agents in Hollywood until he retired in 2011. In his new book THE GOLD STANDARD, Gold will illuminate, for the first time, his unique, effective and, some would say, outrageous philosophies on running a successful business, client management, employee motivation, keeping a happy home life, and other keys to his many successes. Brash, emphatic, instructive and always wise, Gold's book will rival business and leadership bestsellers the world over. In his own words and with his trademark enthusiasm, Gold's tome will be the only book anyone wanting to make something of him or herself will ever need.

Ari Gold says: "In my humble opinion, if you want to run a successful business this is the only book you'll ever have to read. And my humble opinion is never wrong."

## **The Gold Standard: Rules to Rule By Details**

Date : Published May 12th 2015 by Hachette Books

ISBN : 9780316306126

Author : Ari Gold

Format : Hardcover 224 pages

Genre : Business, Humor, Comedy



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## **From Reader Review The Gold Standard: Rules to Rule By for online ebook**

### **RC1140 says**

This was super weird , yet super fun, unless you are a fan of the series it's a really fun listen , also within all the parody there is also a grain of good advice

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### **Eliot Burdett says**

Hilarious. Audio version is narrated by Jeremy Piven and is best listened to at 2X speed to perfectly capture Gold's fast talking character.

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### **Sandeep says**

funny and a motivational book, can be used as the script for a movie about Ari Gold. pulse has a lot of business advice.

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### **Vin says**

This had a few moments of absolute roll on the floor laughing brilliance but the rest was kinda just there. Overall, a big disappointment which is sad since I love the show.

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### **Mark Manderson says**

Ari Gold is king. No pulling punches! Great read!

Top takeaways:

Diagnosed with ADD and decided to call it ADA (attention deficit advantage).

Chose to view it as an accelerant to excel.

ADD is for suckers, develop ADA and take your reward.

Learn to capitalize on SCARCITY and URGENCY!

Don't shy away from conflict!

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### **Patrick Carey says**

If you're a fan of Entourage then you know what Ari Gold is all about. This book is like being on set with him and listening to his conversations behind the scenes. It's a laugh out loud book that can't be taken to seriously....though some life pointers do make you think a little bit about them.

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### **Josh Montez says**

Ari Gold. Ron Swanson. Johnny Drama. Ideal male archetypes for the 21st century. This book had me laughing out loud at quotes like "Batman does damage. If you drop me down a well, I won't waste energy crying "Why?" like Nancy Kerrigan after taking a nightstick to the knee" and "Couldn't help picturing what an Uma- on- Uma- on- Uma threeway would look like and how much I might be able to sell tickets for". Great advice for men although stated in an over the top fashion. Don't be unfuckable, dress yourself well, and give great gifts that people will talk about for ages. Work on your LEGEND. Take things personally, but pretend that you don't. And seriously, aside from the fake self-aggrandizement, there are some serious nuggets of wisdom like "Loving your work doesn't mean finding a job you can tolerate for eight hours a day, but rather a job that gets you flying out of bed in the morning like a Jack Russell who just had a firecracker stuffed up his ass". One thing I always liked about Ari's character was his work ethic, doing everything better and bigger than the competition. If you don't have enemies you're doing something wrong, but remember to use them for inspiration to bring out the best qualities in you, and even get them on your side. Laugh at the funny parts, take the serious parts with a grain of salt, and remember, none of us will never be the greatness that is Ari Gold. Let's hug it out bitch.

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### **Jay Sellers says**

Skip it if you weren't a fan of Entourage. If you were, sit back and get ready for some laughs.

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### **Mcgrrrr says**

Like many of the reviews specify here, read this book with a pinch of salt and quite a thick skin! In many respects, looking at the actual 'business' advice given, the book offers nothing that new - although anyone who works in the media may be struck by some of the ideas (be everywhere, always be someone who is owed, not owes, keep fit etc.) - but the book sets itself apart from other business tomes purely for its style and tone.

As Josh mentions in his review, Piven's actual reading of the audio book would probably add to the enjoyment of the title, but as a quick read (194 Kindle pages), I'd recommend it. I bought it as a bit of fun as I did (guiltily) enjoy Entourage, and had just finished the box set.

One of those books that you feel rather 'bad ass' reading, but struggle to remember a few months afterwards.

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### **Gary Pointon says**

Bloody good book! Inspirational, insightful and damn funny.

He's not Ari Bronze or Silver he's Gold!

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### **Brad Mills says**

Perhaps I didn't like this book because I didn't watch Entourage. Someone recommended this book to me, I can't remember who (sorry). I was hoping for an entertaining abrasive fictional take on "How to Win Friends and Influence People."

Obviously this isn't a serious book so I wasn't expecting any real nuggets.

I wasn't even entertained by the stories he tells because they are all made up.

It's one of the strangest books I ever read... A fictional agent telling his story using real celebrities, giving offensive and ridiculous advice for how to live your life...sounds like something I would love.

But I didn't. I struggled to get through the last half...not recommended. The character doesn't translate from the screen to book format very well.

Skip this, listen to a podcast or watch netflix instead.

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### **Ryan Joukema says**

Meh...entertaining but def nothing special. Kind of expected I guess.

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### **James says**

Hilarious, vintage Ari Gold. The audio version is better than the book since it's actually Jeremy Piven reading. It's like watching a reel of outtakes/deleted scenes.

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### **Haisam says**

I'm not going to lie. I did not realize that Ari Gold was a fictional character in the Entourage show. I only learned about it when I did some research on Ari Gold. It was marketed on the basis that he's an actual author, and I completely bought it haha.

That being said, the book is hilarious. It honestly requires you to have a sense of humor to get it. The book outright explains that its a satire on most of the Hollywood archetypes, and gives you 18 rules on how to live big, both in life and business.

Surprisingly, the rules are actually really good advice. Even though it was meant to make fun of the gurus, you could learn a thing or two from Ari Gold about how to survive in the business world. So not only is it funny, it's also educational. And that's a really good combination to have in a book!

The ending is quite literally mindblowing. When he emphasizes on how "You will never be me!" he actually means it for a reason. Because the character is fictional, there's no way you could hypothetically be in the same position as a fictional character in the story, with such dominating qualities and near-absolute control over his life.

The only problem with this is that outside of the connection with Entourage, you could interpret this to be another business self-help book. You might also think that Ari Gold is someone with a cocky personality, and it would not be hard to argue against that. That would be up to you to judge whether having an arrogant personality is an absolute necessity for success. Though it does add to the comedy in the book itself, which I found enjoyable and entertaining.

If you have no idea that Ari Gold is in Entourage, the book helps give you tips on how to live. They're very sound, barring the attitude issues and extremely funny flashbacks Ari gives to support his rules. I'm not sure if these moments play out like this in the real world (could be completely exaggerated), but they serve as a good example for any reader to go off of.

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### **Ian Hardouin says**

Would have rated this higher, but Jeremy Piven revealed himself to be like Ari Gold in real life (i.e. #metoo), so some stuff here feels really on the nose. There are nuggets of wisdom in between mindlessness that pretty much only those who watched the TV show Entourage will understand.

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