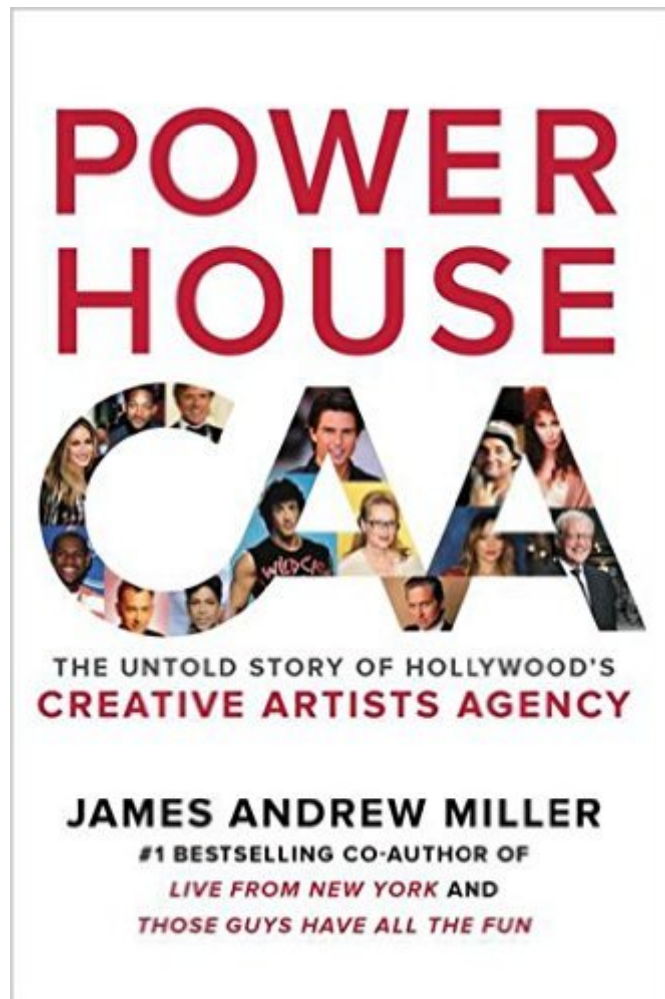


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Powerhouse: The Untold Story Of Hollywood's Creative Artists Agency



Synopsis

A New York Times bestsellerAn astonishingâ ”and astonishingly entertainingâ ”history of Hollywoodâ ™s transformation over the past five decades as seen through the agency at the heart of it all, from the #1 bestselling co-author of *Live from New York and Those Guys Have All the Fun*.The movies you watch, the TV shows you adore, the concerts and sporting events you attendâ ”behind the curtain of nearly all of these is an immensely powerful and secretive corporation known as Creative Artists Agency. StartedÂ in 1975,Â whenÂ five bright and brash employees of a creaky William Morris office left toÂ openÂ their own, strikingly innovative talent agency,Â CAAÂ wouldÂ comeÂ toÂ revolutionize the entertainment industry, andÂ over the next several decadesÂ its tentacles would spread aggressively throughout the worlds of movies, television, music, advertising, and investment banking.Â *Powerhouse*Â is the fascinating, no-holds-barred saga of that ascent. Drawing on unprecedented and exclusive access to the men and women who built and battled with CAA, as well as financial information never before made public, author James Andrew Miller spins a tale of boundless ambition, ruthless egomania, ceaseless empire building, greed, and personal betrayal. It is also a story of prophetic brilliance, magnificent artistry, singular genius, entrepreneurial courage, strategic daring, foxhole brotherhood, and how one firm utterly transformed the entertainment business.Here are the real Star Warsâ ”complete with a Death Starâ ”told through the voices of those who were there. Packed with scores of stars from movies, television, music, and sports, as well as a tremendously compelling cast of agents, studio executives, network chiefs, league commissioners, private equity partners, tech CEOs, and media tycoons,Â *Powerhouse*Â is itself a Hollywood blockbuster of the most spectacular sort.

Book Information

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Customer Reviews

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.

When you think about a book on a company's history, the phrase "great summer read" doesn't usually come to mind. Well, Powerhouse changes that! The book is surprising for delivering both dishy entertainment and solid business analysis. Stories told directly by household names in Hollywood, sports and, network news are woven into a colorful tapestry of the entertainment businessâ "how it's orchestrated and what it costs, financially and emotionally. The meticulous research on a company that might be the original "change agent" in an iconic industry invites you on a fun, roller coaster of a read.

A fun trip down memory lane, suffering a little bit from rose colored glasses and knowledge that hindsight is 20/20. That said it does capture the early days quite well but runs out of steam in the later parts of the book.

Another insipid piece of crap from James Miller. A resume for CAA with no liabilities. I mean why piss off the Prince of Darkness if you don't have to. As Sam Goldwyn said: I'll never work with the son of a bitch--until I need him." It's the Hollywood credo and the hundreds of interviewees here bear it out. As for the "concept", a term I'll use very loosely, it's just a hodgepodge of unrelated thoughts from the mean and stupid in Tom Ford suits. Do yourself a favor; if you want to know what Hollywood is really like, read What Makes Sammy Run by Bud Schulberg. Written over 60 years ago and puts this piece of detritus to shame.

Some readers will be put off from the sheer size of this bookâ "over 750 pages. Yet I found the book full of insight and the inside story of the deal making of how a small team of agents built their

agency from scratch. James Andrew Miller conducted over 500 interviews for the book and the entire book is little snippets of these interviews woven together into a single volume. This book is laugh out loud funny in places, a bit risqu  in others but they represent some of the top talent in Hollywood and in publishing and sports. The innovation with the deal making and creativity make this book worth reading. CAA took the industry by doing business a different way. Their example is something other entrepreneurs and business people can follow in their industry. Hollywood scripts that had been around for years  and rejected  got put together with innovative deal making. These movies were not only made but they became hits and earned large sums of income for everyone involved  screen writers, directors, producers, CAA agents, and the studios. I enjoyed this book and recommend it. W. Terry Whalin is an editor and the author of more than 60 books including his latest Billy Graham: A Biography of America's Greatest Evangelist

If you are a film/tv aficionado, this is for you. It gives a detailed account of one of Hollywood's biggest, most powerful agencies. The first person commentary is, for the most part, insightful and often amusing. That said, there is more than a page or two of this sprawling tome that could and should have been edited out.

A huge tale spanning 40 years. All the main Hollywood characters. And the most balanced version of the story yet. Still waiting to hear how it all ends though. What is the third act going to be?

Overall, very impressive, but more so in the 1975-1995 phase of CAA with Ovitz, Meyer, and Haber. I read this not so much for the history, though I was interested, but for the insight into the business deals. The post-1996 Young Turks history is less interesting, but obviously timely.

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