



# 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."

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