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Not Cool: The Hipster Elite And Their War On You



Synopsis

Behind every awful, dangerous decision lurks one evil beast: the Cool. From politics to the personal, from fashion to food, from the campus to the locker room, the desire to be cool has infected all aspects of our lives. At its most harmless, it is annoying. At its worst, it is deadly, on a massive scale. The Cool are the termites of life, infiltrating every nook and cranny and destroying it from within. The Cool report the news, write the scripts, teach our children, run our government - and each day they pass judgment on those who don't worship their coolness. The cool fawn over terrorists, mock the military, and denigrate employers. They are, in short, awful people. In *Not Cool*, Greg Gutfeld, host of *Red Eye* and cohost of *The Five*, and best-selling author of *The Joy of Hate*, lays out the battle plan for reclaiming the real American ideal of cool (building businesses, protecting freedom at home and abroad, taking responsibility for your actions, and leaving other people alone to live as they damn well please). *Not Cool* fights back against the culture of phonies, elitists, and creeps who want your soul. It's not a book, it's a weapon - and one should be armed with it at all times.

Book Information

Audible Audio Edition

Listening Length: 7 hours and 52 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Random House Audio

Audible.com Release Date: March 18, 2014

Language: English

ASIN: B00IAZC2ZS

Best Sellers Rank: #70 in Books > Audible Audiobooks > Humor > Political Humor #319

in Books > Audible Audiobooks > Humor > Essays #623 in Books > Humor & Entertainment > Humor > Political

Customer Reviews

The youth of our country needs to read this, as I gave this to my grandchildren. "Not Cool" is very difficult yet in most cases, we all need to be "not-cool" against those who are "cool" only because!

I have read several other of Gutfeld's books, and they were enjoyable, but I found this book, which really is a collection of different-length essays, to express observations that are so on the mark

about current times, that I am sending a copy to each of my three adult children, two of whom probably will read it. It helps to understand and enjoy this book, if one has seen at least a bit of Gutfeld on his late-night show, "Red Eye," or although less help, his appearances on Fox's "The Five." I say that because his style of writing is similar to how he presents information on television. That probably is because much of his televised appearances seems to be reading what is written. In short, although he appears on television, he seems to be more of a writer than a television personality, but the asides and contradictions presented for humorous effect, seem to be more understandable, and effective, when spoken than when written. (Gutfeld has been an editor of several magazines, and looking over my comment, it probably good use a good editor. I am good at that, but a bit lazy at the moment. Maybe I will come back and edit it later. Maybe not.)

A detailed and articulate analysis of what is considered "cool" by many, especially by the Hollywood community and most of the mainstream media. One gets the impression that he was for the earlier part of his life accepting much of the so called cool view of the popular culture, and has through experience renounced it. Interspersed with self deprecating remarks about himself, it is an entertaining read and a refutation of the "cool" culture.

great summation of hipsters today...if you're amused by 60-year old barista's with Mick Fleetwood comb-over pony tails and meaningless forearm tattoos...(not against well-placed tattoos with meaning beyond just making your forearms look inked) it will make you laugh...but his style is annoying if you're not immune to sarcasm...still funny even if you don't agree w his politics

All I can say is Greg Gutfeld is very very interesting and has a strange humor which is wonderful. Good read. Watch him on Fox News...you have to laugh at his view of life.

Once again Gutfeld manages to score with chapter after chapter of truths which make you think: "That is so true! I believe that, I just couldn't come up with the words." Not only does he come up with the words, he has the original ideas behind them. This book didn't make me laugh out loud like THE JOY OF HATE. But it made me think more and realize that the problems we conservatives face in staying uncool are nearly beyond humor. I wish my liberal friends and family had (for whatever reason) to read this book. Gutfeld managed some humor, but in this world of liberal elitism, there is less and less to laugh about. Maybe Gutfeld's next book should be "How to expose the Cool and fix them."

I do so wish that every teenager in America was required to read "Not Cool." Heck, I wish I had read it when I was a teen. Stop following the Hollyweirds for they are lost and don't know where they are going! And the politicians?? Don't get me started! Greg lays it all out for us. After I finished reading "Not Cool" I decided to read it again. I bought a yellow highlighter to mark the passages that I especially liked. Now I have a black book full of yellow pages! He tells us what it takes to be the popular one. Absolutely nothing! I just purchased another copy for a relative. It's funny but also tragically sad. You'll laugh and cry at the same time. Another winner for Gutfeld!

Like a lot of his stuff, even though there's a lot of smart-ass attitude, Greg takes a concept and lays it out clearly and practically. Things and people that are "cool" are here one minute, then gone the next. And dominate everyone they can in that hot moment. He reminds us the uncool shall inherit the earth, because they're the only ones doing anything of lasting value.

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