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Goodbye Gordon Gekko: How to Find Your Fortune Without Losing Your Soul

By Anthony Scaramucci



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Goodbye Gordon Gekko: How to Find Your Fortune Without Losing Your Soul By Anthony Scaramucci

How to live a more productive life by putting a profitable lifestyle ahead of profits

With his standout Wall Street line “Greed is good,” Gordon Gekko became pop culture icon for unrestrained greed. But, while greed might be great for one person—especially when that person is fictional—it’s not so great for good people living in the real world. In *Goodbye Gordon Gekko: How to Find Your Fortune and Not Lose Your Soul*, Anthony Scaramucci describes how a better understanding of people, capital, and culture can be used to enrich one’s life, financially as well as spiritually. With smart and engaging prose, the book:

- Discusses how the best manifestations of ambition, entrepreneurship and mentoring can lead to a life that not only fulfills financial obligations, but also leaves a lasting legacy
- Describes ways in which Americans and American companies can act to avoid the kind of crisis that crippled the country’s economy
- Details how to build a core set of values to discover wealth on one’s own terms

Given the turmoil in financial markets over the past few years, many people are reevaluating what it means to be “rich.” *Goodbye Gordon Gekko* shows how it’s possible to be well-off without all the trappings of wealth.



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Editorial Review

From Publishers Weekly

The financial meltdown of 2008 was primarily attributed to greed getting the better of common sense on Wall Street, where a house of cards built on irresponsibly risky lending and investing eventually came crashing down. The winner-take-all attitude that exemplified the Street was perfectly personified by Gordon Gekko, the ruthless wrecker of companies from Oliver Stone's 1987 film, *Wall Street*. Goldman Sachs veteran Scaramucci served as an advisor on the recently-completed sequel and argues that greed leads good people to make systematically worse decisions until they can no longer be called "good" at all. He feels that a desire for money above all else will leave one envious and unhappy regardless of material possessions. True happiness, he believes, can be found by identifying and pursuing your passion and "paying forward" your good fortune. These are popular sentiments as the backlash against materialism burns on, and they are imbued with a certain degree of legitimacy coming from a Wall Street native, but Scaramucci's platitudes often read like they came from a note-sized list of tips bloated into a book. Scaramucci has good intentions, and his advice is sound, but his material is insufficient to make for a truly captivating book.

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Review

This book makes a lively read...we are prudently advised to undertake an annual ambition check-up . (Financial World, September 2010).

an interesting read whether you are inside or outside of the banking arena. (The Market, October 2010)

From the Inside Flap

We never really know how it's going to turn out. One day a community organizer, the next day President. One day CEO of Lehman Brothers, the next day the piñata for greed and ambition run amok. Life is full of decisions, choices, and unexpected twists and turns; how you pick yourself up and react to these unanticipated circumstances will make all the difference.

According to author Anthony Scaramucci, it is time to say goodbye to Gordon Gekko, the rogue character famously portrayed by Michael Douglas in the classic movie *Wall Street*. In *Goodbye Gordon Gekko*, Scaramucci explores opportunities for leading a rich life in a difficult, radically changed economy. Believing that the financial crisis was caused by a nation of Gekko-wannabes tripped up by status anxiety and egocentric tendencies, he argues that you can be happy and financially profitable as long as you stay true to yourself and stick to your values and principles. Scaramucci offers hope, urging you to pass through the happily-ever-after portal so that you can find your fortune and all that is fortunate.

With years of experience at Goldman Sachs, and having co-founded two successful alternative investment management companies, the author provides a behind-the-scenes view of life on Wall Street—the wins and the losses, the rights and the wrongs, the successes and the failures, the good mentors and the difficult colleagues. Through these entertaining and insightful stories, featuring advice from a diverse cast of characters ranging from Li Ka-shing to John Weinberg to his Italian nana, Scaramucci identifies the temptations and roadblocks that accompany our professional ambitions and personal choices, revealing the rules for leading a profitable and fortunate life.

What does this mean in practical terms? As Scaramucci shows, it means ridding yourself of egotistical tendencies and developing the self-awareness to bounce back from failure. It means building a circle of competence made of those you trust, mentoring and celebrating others, and giving back to your community and country, all the while targeting success. It means seeing capitalism as an art and businesses as creations and vocations, not simply as levers to feeding your ego. Goodbye Gordon Gekko provides a road map to help people achieve true wealth defined beyond a checking account.

Users Review

From reader reviews:

Margaret Watkins:

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Kelly Livingston:

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Calvin Lee:

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