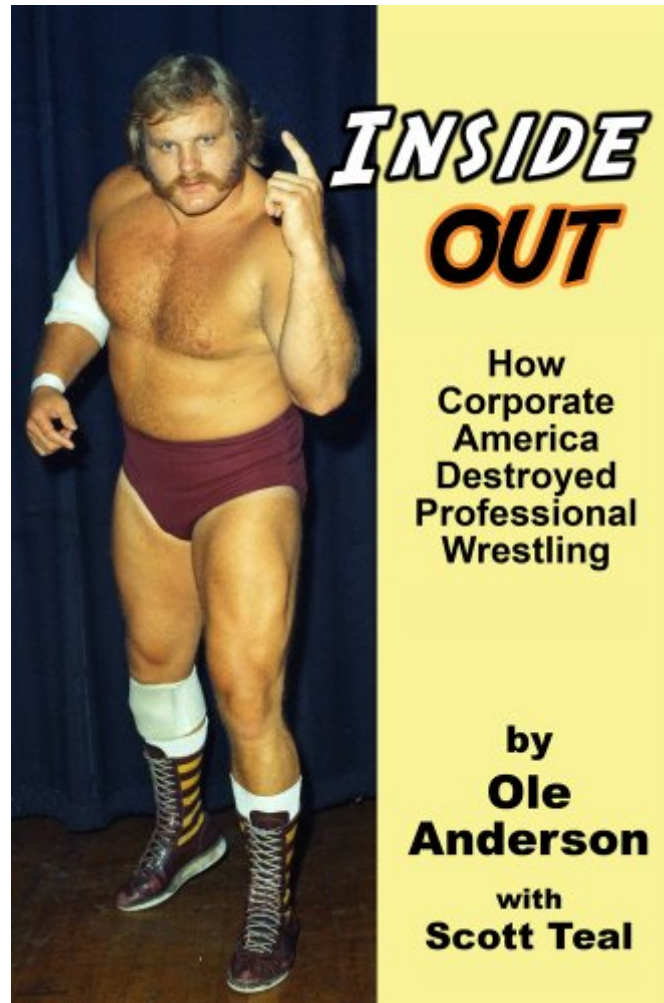


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# Inside Out: How Corporate America Destroyed Professional Wrestling



## Synopsis

“If I had realized that you people would be so damned stupid as to give the world champion \$750,000, I would have made myself the champion.” Ole Anderson, to the executives at WCW and WTBS

Here, for the first time, Ole Anderson finally tells his story. The people who know him, know that Ole is never hesitant to speak his mind and this book is no exception. Combining facts and opinion, Ole’s biography is a straightforward look at the many phases of his career in the wild, if somewhat seedy, world of professional wrestling. From his days in amateur wrestling, to the time when he hooked up with Gene and Lars Anderson as the Minnesota Wrecking Crew, Ole relates 30-plus years of never-before-told stories. Ole tells of his feuds, both inside the ring and out, with people like Ric Flair, Wahoo McDaniel, Mr. Wrestling, Dusty Rhodes, and Bill Watts. However, his biggest feuds took places behind the scenes in the halls and offices of corporate giant, Superstation WTBS. The matches in the ring were nothing compared to his battles with The Suits, corporate executives like Vince McMahon, Jim Barnett, Bill Shaw, Jim Herd, and Eric Bischoff. In Ole’s own words, “The wrestling matches may have been staged and scripted, but there was nothing ‘fake’ about the corporate and legal battles.” As a former wrestler, booker, promoter, owner, and executive producer, Ole goes deeper in the inner workings of professional wrestling than anyone ever has. He tells the stories about financial, legal, and drug problems that plagued the wrestling business. It doesn’t matter whether you hate wrestling or love it. This is a powerful story about a man who stood up to the establishment. His insight, humor, and colorful use of the English language makes this a “no-holds barred” book that you won’t be able to put down.

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## Customer Reviews

If you like formulaic tough guy talk common to old time wrestlers of the "I was always the straightest talking, toughest guy in the room, who never lost a fight" vein this book is for you. Although one must admire OLE'S honesty in admitting that he was never in the same class as the likes of Thesz and the old shooters as far as wrestling was concerned. Anderson's description of how new wrestling prospects were treated is chilling in its brutality. Opens your eyes to another side of the wrestling business that's for sure. Worth the buy if you are interested in one person and one person only's viewpoint with no room for alternative opinions or reasoned analysis. Then again it is a book about OLE ANDERSON and apparently that is him, so as an autobiography it serves its purpose. Worth the buy but not in the same class as top flight wrestling books like "Hooker" and "Wrestlers are like Seagulls" in my opinion.

Ole is obviously a smart man. But age, illness, and pain shows in this story. His bitterness shows often through otherwise interesting stories. If you like GCW and understand Ole Anderson, it's worth the read.

Push past the man's rightly-earned bitterness and his passion for the old shoot-style that younger audiences may find a little boring, and you get an entertaining and informative glimpse into the management side of the business. Having grown up watching NWA wrestling from the '70s-'80s and comparing it to today's product, there's just no comparison. NXT's dimly-lit arenas are close, but no cigar. WWE continues to fuel my suspicions that the combined attention-span of its creative writing team is all of 15 minutes. Some of the key points Ole makes in this book: Just because a movie or TV show is fake doesn't mean you have to keep reminding your audience, and it doesn't mean that it doesn't take talent or skill - not only from the actors but also from the writers and directors. Wrestling was once so entertaining that it got real heat - so much so that heels like Ole would be physically attacked by fans. I can't imagine today's product getting a fan riled up enough to

even buy a ticket to come back the following week, let alone try to stab a 300-pound wrestler! Numbers don't lie. WWE/F can brag all they want about revenue, but they didn't fill the same arenas week after week like Ole's promotions did. A weekly entertainment budget of \$15 was no small amount for a blue-collar family of four during the late '70s to early '80s, so your shows had to be entertaining and the storylines long enough to keep them coming back. Thank you Ole, for the great wrestling, booking and now, this book!

Very interesting read and great insights into the wrestling world over the span of many decades. Ole tries to come across as very honest but instead comes across as narcissistic and extremely bitter throughout the book. Overall, he has respect for less than 5 people in the industry and everyone else is dumb, stupid, didn't know anything, etc. This makes him appear less genuine because not everyone could have had no idea how to work, book, etc. The bottom line, it will keep your interest but it made me a little sad to see how very bitter he is.

Don't ask Ole. At first when I started reading I thought what a bitter person and I wasn't sure I was even going to finish. After reading over 15+ autobiographies from different individuals in the pro wrestling industry, it is hard to challenge what's stated in this amazing life of 1/2 of the wrecking crew. Ole is spot on and as bad as I hate to admit it, his opinions apparently are also factual. I'd highly recommend if you want it told like it is.

I enjoy wrestling books that give you a sense of what life is like behind the scenes. I enjoy the stories and it's interesting to learn about how a particular wrestler got into the business, etc. While Ole shared some good stories I just couldn't get past the fact that he sounds like a very bitter person. I've read several other wrestling books, and in a few of them Ole was mentioned as not being the easiest person to get along with. So maybe his negative demeanor is just how he is. But as the reader, it sort of took away from my enjoyment from the book. He works in too many macho-type comments and looks down on pretty much most of the people he mentions in the book. If you enjoy hearing stories about what takes place behind the scenes, this book is worth the read ... IF you can deal with a negative tone throughout. Would I purchase this book again, knowing what I know now? No.

Either Ole Anderson was the smartest guy in wrestling, or he is the largest egotist of all time. (read prick) It's a good read, Ole was there in the 70's, 80's 90's and into the 2000's, he has literally seen

it all and seems a bit bitter about it. After the fall of WCW it is pretty easy to see that the Bischoffs and Herds of the organization screwed up in huge ways, David Arquette, REALLY? I enjoyed Ole's stories and I enjoyed the inside look into the GCW and Mid-Atlantic days. Ole glories in telling others to kiss his ass, and then go on to prove they should, either way the book is enjoyable.

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