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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

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## Customer Reviews

I have been a fan of the Gutfeld Institute of Rational Brain Activity for several years now. Writing this review will probably be one of the hardest reviews I've written in . Taken on its surface, Greg takes on just about every form of lunacy, pop culture, crazy Hollywood "stars," crazy dictators, crazy Hollywood talking heads, all of the news networks, several crazy representatives of different cultures which make up our society, fracking, Obamacare, the American society as it stands today,

and if I named everything, that would be my review! I cannot tell you how much I laughed at various phrases he uses to describe totally ridiculous things people who should know better say or do throughout his stories. The Chapter on Hugo Chavez nearly made me pass out. I know intelligence when I see it. And from the first day I saw Greg on Red Eye, I knew he was a whole lot smarter than he let on. Greg is that very rare person who has the ability to see through all the BS going on around him, ferret it out, and somehow not only make it make sense, but make sense in a way that make liberals blow flames out of their ears and leave conservatives wondering if he's on their side or not. Nevertheless, his grasp of today's youth, today's average social network surfer, today's COOLness and how upside down society is becoming because of it, is so spot on, it's like he took a million post it notes, somehow put them in order, and actually makes sense how this invasion of the quantity vs. quality social scale came to be. Then, somehow, he uses his snarky wit and crazy/sane verbiage to bring it all together and MAKE SENSE! A dry fact-filled book would sit on a shelf and collect dust.

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