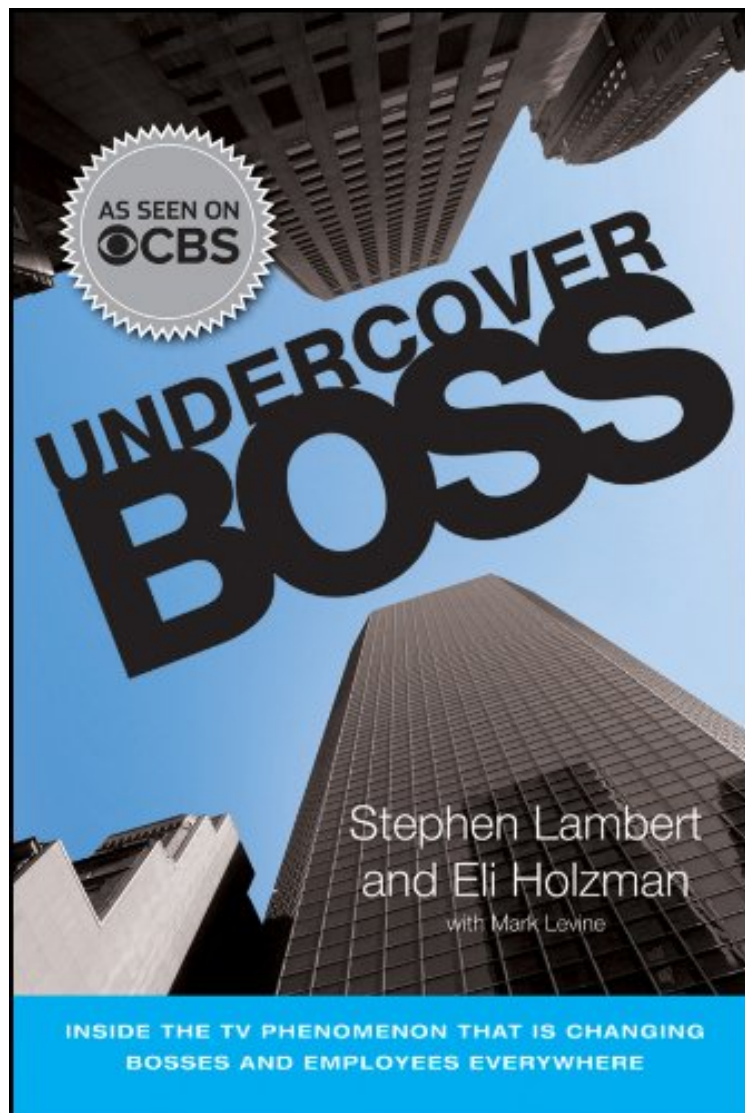


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## Undercover Boss: Inside the TV Phenomenon that is Changing Bosses and Employees Everywhere

*Stephen Lambert, Eli Holzman*

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"For a popular television series, Undercover Boss has an unusual knack for raising deep and weighty questions." —Forbes On February 7, 2010 the CBS television series Undercover Boss premiered to a staggering 38.6 million viewers, the largest post-Super Bowl audience for a new series and the most-watched premiere episode of any reality series in the history of television. Now, for the first time, the bosses and employees featured on Undercover Boss share the lessons they learned as well as the formative experiences that resulted from being on the show. Show creators and executive producers Stephen Lambert and Eli Holzman reveal how they came up with the idea for the show, how they got a major network on board, and of course, how they found a dynamic, charismatic group of bosses willing to go undercover—on camera—in this thoroughly new experiment. Featuring all-new interviews and insights with the bosses and employees of the nine businesses featured on Season 1 of the show, as well producers' notes on what you didn't see behind the scenes, this book is a must-have for fans of the show everywhere.

'...compelling and fun read... also offers keen insights for anyone curious about how a reality series is made.' (Euroinvestor.co.uk, November 2010). '...fun...hugely entertaining book...a handy and easily digestible reference of useful ideas...recommended.' (Talent Engagement, December 2010). From the Back Cover 2010 Emmy Nominee for Outstanding Reality Program "For a popular television series, Undercover Boss has an unusual knack for raising deep and weighty questions." —Forbes "Undercover Boss has clearly touched a nerve with viewers. It's the kind of popular entertainment that can start out as one thing—a fun, high-concept reality show—but morph into something that affects the zeitgeist." —Arianna Huffington, co-founder and editor, The Huffington Post "Undercover Boss has become a rare new hit on broadcast television." —The Wall Street Journal "This kind of workplace morality tale evidently has particular resonance in a recession." —The New York Times "Simple and brilliant." —The New York Daily News "Emotionally stirring, with catharsis and messages of virtue rewarded and lessons learned for the betterment of all." —The Baltimore Sun On February 7, 2010, the CBS television series Undercover Boss premiered to a staggering 38.6 million viewers, the largest post-Super Bowl audience for a new series and the most-watched premiere episode of any reality series in the history of television. Since that time, Undercover Boss has been the subject of much debate and discussion. Now, for the first time, the bosses and employees featured on Undercover Boss share the lessons they learned as well as the formative experiences that resulted from being on the show. Show creators and executive producers Stephen Lambert and Eli Holzman reveal how they came up with the idea for the show, how they got a major network on board, and of course, how they found a dynamic, charismatic group of bosses willing to go undercover—on camera—in this thoroughly new experiment. Featured brave bosses and companies include: Waste Management Larry O'Donnell, President and COO Hooters of America Coby Brooks, President and CEO 7-Eleven Joe DePinto, President and CEO White Castle Dave Rife, Owner Churchill Downs Bill Carstanjen, COO GSI Commerce Michael Rubin, Founder and CEO Herschend Family Entertainment Joel Manby, President and CEO Roto-Rooter Rick Arquilla, President and COO 1-800-Flowers Chris McCann, President and COO Featuring all-new interviews with the bosses and employees of the nine businesses featured on Season 1 of the show, as well as producers' notes on what you didn't see behind the scenes, this book is a must-have for fans of the show everywhere. About the Author Stephen Lambert, chief executive of Studio Lambert, is one of Britain's best-known creative television executives, responsible for creating award-winning documentary formats such as Faking It, Secret Millionaire, Wife Swap, and Undercover Boss. He lives in London with his wife, Jenni Russell, a columnist for the Guardian and Sunday Times, and their two children. Eli Holzman is president and cofounder of Studio Lambert USA, where he launched and executive produced Undercover Boss. He began his career at Miramax Films and founded Miramax Television, where he helped create Project Greenlight and the hit Bravo series Project Runway. For 20th Century Fox—based Katalyst Films, he developed and launched the CW series Beauty the Geek. As an independent producer, his series creations include Bravo's Work Of Art. He lives in Venice Beach, California.