



# James Ulmer's Hollywood Hot List: The Complete Guide to Star Ranking

*James Ulmer*

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## **James Ulmer's Hollywood Hot List: The Complete Guide to Star Ranking** James Ulmer

The "little black book" that's next to every studio executive's palm pilot-the real scoop on Hollywood's top 200 stars.

Who's hot? Who's not? Who can green-light any project that they want? Who's begging for scraps? For years the film industry's elite have looked to *James Ulmer's Hollywood Hot List* to measure who was really worth a multimillion-dollar payday and who should be pasture-bound. Ulmer's star power rankings can change a star's salary-or even whether or not he or she gets a role. An actor's star power includes:

- Bankability: How the actor's name alone guarantees a sale up front in today's global marketplace.
- Career management: How well has the actor chosen roles to maximize career potential?
- Willingness to travel and promote: How cooperative is the actor in promoting projects?
- Professionalism: How reliable is the actor to work with, both on and off the set?
- Inside Dirt: The truth about what it's like to work with the top 200 actors worldwide.
- Box office bait: Who the actor has worked for and how much the project made.

Ulmer's information is culled from those who work closely with the stars-their agents, co-stars, movie producers, directors, distributors, and personal assistants. The opinions of those in the know and the dollars a star can earn measure the true value of the actors in Hollywood. Find out who owns Tinseltown, who's just renting, and who's being evicted.

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