

DRIVING MARILYN: The Life and Times of Legendary Hollywood Agent

Norman Brokaw

By Joel Brokaw, Foreword by David Geffen

Elvis. Marilyn. Natalie Wood. Clint Eastwood. Kim Novak. Donna Summer. Loretta Young. Berry Gordy. Bill Cosby. Danny Thomas. The list goes on.

DRIVING MARILYN shows why it was not an accident that many of the most iconic figures in American culture of the 20th Century all had one thing in common: they had a champion in their corner named Norman Brokaw. “He was the secret driving force behind the many of us fortunate enough to have him in our lives,” said Berry Gordy, the man who brought the gift of Motown music to the world. Norman’s personal story pulls back the curtains on a world rarely revealed, where trusted gatekeepers and innovative power brokers worked behind the scenes to help deserving talent reach their highest potential. DRIVING MARILYN describes a way of life that no longer exists but one which laid the essential foundation to the world we live in today.

What propelled Norman from mailroom trainee to chairman over a seven-decade run at the William Morris Agency was unbridled enthusiasm and boundless creativity. He also played a historic role in transforming the new medium of television from novelty to centerpiece in every American living room. He was the first to dare venture beyond Hollywood to represent

politicians and sports heroes with the signings of President Gerald Ford and Olympic swimmer Mark Spitz, genres now regarded as a well-established business mainstay.

DRIVING MARILYN is told from the perspective of a close observer, one of his children who also happens to be a New York Times best-selling author. Joel Brokaw weaves together with humor and pathos tales of Norman's disparate personal and professional lives, trying to better understand a rather tight-to-the-vest figure who remained somewhat of an enigma to his children. Thanks to interviews with clients, colleagues, and family, Joel was able to reconstruct many of the missing pieces and make some startling albeit welcome discoveries in the process. In the end, DRIVING MARILYN is the ultimate appreciation of a true pioneer and a celebration of a life remarkably well spent.

Author Joel Brokaw, Norman's youngest son, has worked for over four decades in the areas merging media, societal trends, celebrity, and transformational thinking. He has two New York Times bestsellers among the ten books he has written or served as collaborator.

DRIVING MARILYN will be on sale on October 29, 2024, published by Lyons Press/Rowman & Littlefield.