

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or Section 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): December 7, 2009

GREAT AMERICAN GROUP, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

333-159644
(Commission
File Number)

27-0223495
(IRS Employer
Identification No.)

**21860 Burbank Boulevard, Suite 300 South
Woodland Hills, California**
(Address of principal executive offices)

91367
(Zip Code)

Registrant's telephone number, including area code: (818) 884-3737

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation to the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On December 7, 2009, Howard Weitzman was appointed as a Senior Vice President and Chief Accounting Officer of Great American Group, Inc. (the "Company"). Mr. Weitzman will serve as the principal accounting officer of the Company.

Mr. Weitzman has over 23 years of accounting and finance experience in public accounting and private industry. Prior to his appointment, Mr. Weitzman worked as a consultant from November 2008 assisting clients with financial reporting, internal controls, and compliance with Section 404 of the Sarbanes Oxley Act of 2002, including consulting for the Company from April 2009 on various accounting and financial reporting matters in connection with the Company's transaction with Alternative Asset Management Acquisition Corp. From December 2006 to October 2008, Mr. Weitzman served as a Senior Manager in the SEC Services Group in the audit practice at Moss Adams, LLP. Mr. Weitzman also spent 12 years in public accounting at two "Big 4" accounting firms, most recently from 2003 to October 2005 as a Senior Manager in the financial services audit practice of Deloitte & Touche, LLP. Mr. Weitzman also has substantial senior financial management experience in private industry. From 1994 to 2003, Mr. Weitzman was employed by Banner Holdings, Inc., a diversified consumer finance services company, serving in various senior financial management positions including Chief Financial Officer of Central Financial Acceptance Corporation and Controller and Principal Accounting Officer of Central Rents, Inc. Mr. Weitzman also served as a Senior Vice President and Chief Financial Officer of Peoples Choice Financial Corporation from October 2005 to October 2006. Mr. Weitzman received a B.S. in Accounting from California State University, Northridge and is a California licensed Certified Public Accountant.

Mr. Weitzman will receive salary and bonus and will participate in other benefit programs, including medical, dental, life and long-term disability insurance plans, at levels consistent with his seniority and scope of responsibility.

On December 10, 2009, the Company issued a press release announcing the appointment of Mr. Weitzman as a Senior Vice President and Chief Accounting Officer. The press release is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

Exhibit

<u>No.</u>	<u>Description</u>
99.1	Press Release dated December 10, 2009

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

December 11, 2009

GREAT AMERICAN GROUP, INC.

By: _____ /s/ PAUL S. ERICKSON
Name: **Paul S. Erickson**
Title: **Chief Financial Officer**

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated December 10, 2009

Great American Group® Names Chief Accounting Officer

Woodland Hills, Calif., (December 10, 2009) – Great American Group, Inc. (OTCBB: GAMR) (“Great American Group” or the “Company”), a leading provider of asset disposition, valuation and appraisal services, today announced the appointment of Howard Weitzman as Senior Vice President and Chief Accounting Officer.

“We are very excited to welcome Howard aboard,” said Paul Erickson, Chief Financial Officer of Great American Group. “With more than 23 years of public accounting and finance experience, he will be a great asset to our financial reporting team, serving as our principal accounting officer and heading our reporting, internal controls and regulatory compliance efforts. He has been a tremendous resource as a consultant during our transition to a public company, and we are delighted to have him join the staff of Great American.”

Mr. Weitzman worked as a consultant to the Company since April 2009, in connection with the Company’s transaction with Alternative Asset Management Acquisition Corp. From November 2008 to April 2009, he consulted clients on their financial reporting, internal controls and compliance with Section 404 of the Sarbanes-Oxley Act of 2002. From December 2006 to October 2008, Mr. Weitzman was Senior Manager in the SEC Services Group in the audit practice of Moss Adams LLP and managed audits of public and private companies in the retail, manufacturing, high technology and financial services industries. Mr. Weitzman also spent 12 years in public accounting at two “Big 4” accounting firms, most recently from 2003 to 2005 as a Senior Manager in the financial services audit practice of Deloitte & Touche LLP. From 1994 to 2003, Mr. Weitzman was employed in various senior financial management positions by Banner Holdings Inc., a diversified consumer finance services company, serving as Chief Financial Officer of Central Financial Acceptance Corporation and Controller and Principal Accounting Officer of Central Rents Inc. Mr. Weitzman received a B.S. in Accounting from California State University, Northridge and is a California licensed Certified Public Accountant.

About Great American Group, Inc.

Great American Group is a leading provider of asset disposition solutions and valuation and appraisal services to a wide range of retail, wholesale and industrial clients, as well as lenders, capital providers, private equity investors and professional service firms. Headquartered in Woodland Hills, Calif, the Company has offices in Atlanta, Boston, Chicago, Los Angeles and New York. For more information, please visit www.greatamerican.com.

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