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## Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom

George Bodenheimer, Donald T. Phillips  
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**George Bodenheimer, Donald T. Phillips : Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom:

0 of 0 people found the following review helpful. Good business book, very interesting By Tea Explorer Definitely worth reading if you are interested in ESPN, and how a good business was built up. Bodenheimer walks through the very beginnings of ESPN, through some interesting times (such as flipping the revenue model so that cable operators would pay ESPN instead of the other way around), and to today. There are some very good business lessons in the book that are worth reading by anyone interested in business, and in applying them. And the early history of ESPN and how it got off the ground is very interesting. I'm removing one star because the writing was meandering in a few cases, I felt some areas such as their negotiations with sports leagues could have been tackled with more depth, and in a few places the book read like a commercial for ESPN. But these are small flaws in an otherwise excellent book. Sports fans and ESPN devotees will find it a worthwhile read. 0 of 0 people found the following review helpful. Mailroom to

CEO By Thomas KilukI quite enjoyed this book as George Bodenheimer recounts both ESPN's amazing story as well as the equally remarkable story of George's career (from mailroom to CEO). His management style as a CEO is refreshing to read about as his attention to consideration and humility, is not common traits with most CEOs. He never forgot his roots. I never heard nor read anything negative regarding Mr. Bodenheimer, and I can assure you having met him in person he is unassuming as the book describes him. For a man who held the title of The Most Powerful man in Sports, George is a very likable person that proves that nice guys CAN finish first. 0 of 0 people found the following review helpful. Not bad. It considers the meteoric rise of GB to ... By Pat Rooney Not bad. It considers the meteoric rise of GB to the head of the entire company. It also provides back stories around how innovative the company was in its early days in preparing for the future and far outpacing the competition. Would not recommend if one is interested in the behind the scenes gossip regarding the many on-air personalities. There are other books out there that focus on those controversies. In short, I would recommend for anyone who is a sports fan and fan of ESPN.

A Best Business Book of 2015, Strategy Business

"The book is more than worth the read even if you are not a sports fan, but perhaps want to understand what makes one of the most well-known brands in the world so successful." Baseball Reflections "[A] lively history of the company." The Wall Street Journal About the Author George Bodenheimer is an ESPN and cable industry pioneer and was the company's longest-tenured president, a position he held from 1998-2011, overseeing all multimedia sports assets of The Walt Disney Company from 2003-2011 and serving as co-chairman, Disney Media Networks from 2004-2011. He served as Executive Chairman of ESPN, Inc., from 2012-2014. Bodenheimer graduated from Denison University with a degree in economics. He is married with three children.