

The book was found

Every Town Is A Sports Town: Business Leadership At ESPN, From The Mailroom To The Boardroom



Synopsis

A Best Business Book of 2015, *Strategy Business* ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer. It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything. George Bodenheimer knows. Initially hired to work in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world. In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

Book Information

File Size: 3316 KB

Print Length: 300 pages

Publisher: Grand Central Publishing (May 5, 2015)

Publication Date: May 5, 2015

Language: English

ASIN: B00NERQS70

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #533,921 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #134

in Kindle Store > Kindle eBooks > Business & Money > Industries > Sports & Entertainment #188

in Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications

#224 in Books > Business & Money > Industries > Sports & Entertainment > Sports

Customer Reviews

This book is a lot of fun to read. There aren't a lot of books which discuss the business of sports and media and Bodenheimer has done a great job capturing both. His story is an amazing one and the fact that all the proceeds from the book are going to the V Foundation make it even more compelling. Great graduation present for my son this spring! Highly recommended for anyone who

has watched ESPN over the years.

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.

A good read that combines two of my favorite things...sports and business. Just enough of both to keep you interested. Of course it is about one of my favorite stations...ESPN. Here's to the next 36 years!

George Bodenheimer gives a fascinating insider view of the makings of ESPN. I lived the history, but learned new insights. The second half of the book is devoted to his management style of a major corporation and cultural influencer. It's worth a read, especially since the proceeds go to the Jimmy V Fund.

Basically a memoir of Bodenheimer's history with ESPN, with pats on the back all around, nothing negative, good fellows and ladies all working together for the good of sports. A sort of infomercial. The tone of the book is so highly positive that one wishes for more candor; surely there's much more to be told. When the positive dominates in this manner, there's a ring of untruth lurking beneath the surface.

I am shocked people gave this book 4 to 5 stars. This was one of the most boring books I have ever read. I gave it two stars instead of one because it was about ESPN. But this book was a hard slog to get through. First, if you are a passionate ESPN fan like I was, this was an interesting, white-washed history. It brought up topics from some of the good old days of cable. That was interesting but not in-depth. But that is when the fun stops. The book reads like some college student wrote it. The

writing is very basic. And I hope Bodenheimer doesn't expect us to think that there isn't garbage going on behind the scenes at ESPN. According to him, everything is decentralized, people work together in harmony and everyone lives happily-ever-after. Every chapter is like a reality show on TV: Things are going bad, people pull together, and everything works out in the end. Great story but I hardly think that is the channel's history. Bodenheimer couldn't say ONE bad word about anyone? Olbermann "was tough to work with". Wow. Understatement of the year. Fascinating read. And what leadership lessons did I learn? The same ones you could find if you grabbed any leadership book at your local Barnes and Noble. Nothing innovative here.

I worked with George at ESPN and had an early release copy (I started in 1979 before ESPN launched). He refers to me in the book so I can attest to the fact that George got the story spot on. There have been numerous attempts from others (both business and entertainment approaches) but via my historical tenure (35+ years) there is no other attempt that delineates our ESPN story and journey as George does. Great Book!!

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.

[Download to continue reading...](#)

Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom
The Secrets to Six Figures in Business Credit: Taking Your Business Credit from "Lemonade Stand" to "Boardroom" Levels
The Mailroom: Hollywood History from the Bottom Up
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)
The Leadership Pipeline: How to Build the Leadership Powered Company (J-B US non-Franchise Leadership)
ESPN Gameday Gourmet: More Than 80 All-American Tailgate Recipes
Kiss 'Em Goodbye: An ESPN Treasury of Failed, Forgotten, and Departed Teams
Those Guys Have All the Fun: Inside the World of ESPN
The Activist Director: Lessons from the Boardroom and the Future of the Corporation (Columbia Business School Publishing)
Leadership: Leader Skills For Communication, Influence People and Business Coaching (Leadership, Influence People, Leader, Business Skills)
Football: How It Works (The Science of Sports) (The Science of Sports (Sports

Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) Dear Chairman: Boardroom Battles and the Rise of Shareholder Activism The Marine Corps Way to Win on Wall Street: 11 Key Principles from Battlefield to Boardroom Barbarians in the Boardroom: Activist Investors and the battle for control of the world's most powerful companies (Financial Times Series) Claiming Your Place at the Boardroom Table: The Essential Handbook for Excellence in Governance and Effective Directorship The Power of the Other: The startling effect other people have on you, from the boardroom to the bedroom and beyond-and what to do about it The Power of the Other CD: The startling effect other people have on you, from the boardroom to the bedroom and beyond-and what to do about it Leadership: Become A Super Leader - Management, Management Skills, Communication & Coaching (Business Skills, Influence, Persuasion, Body Language, Leadership Skills, Emotional Intelligence) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)

[Dmca](#)