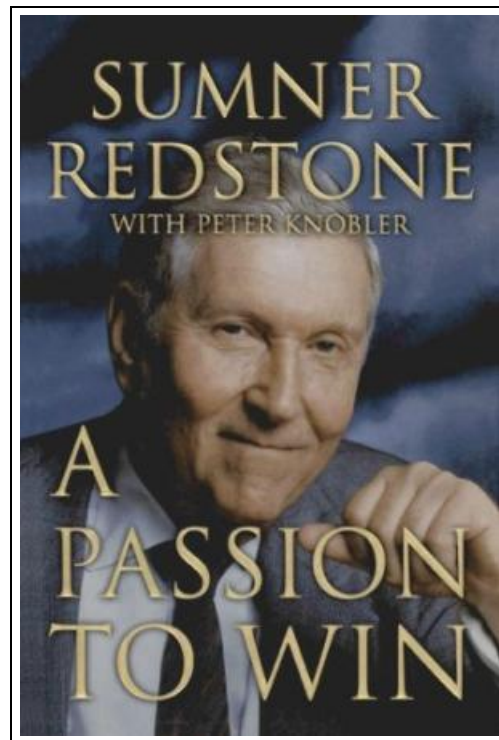


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## A PASSION TO WIN



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Simon & Schuster. Paperback. Condition: New. 320 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. A titan of modern media, Viacom Chair-man Sumner Redstone reveals how he battled his way to become the head of one of the worlds great media empires, and the richest man in entertainment. In one of the most fascinating business autobiographies of this or any other year, Sumner Redstone tells the unvarnished story of how he overcame every obstacle to build a vast media and entertainment engine that includes Paramount Pictures, MTV, Nickelodeon, Blockbuster, Simon and Schuster, and now CBS. A larger-than-life figure in the grand tradition of the Hearsts, Paleys, and Pulitzers, and voted in a recent survey of 600 corporate executives as the number-one most inspiring CEO, this is the man who can truly say, I am Viacom. A Passion to Win gives a riveting look behind the scenes at the highly charged negotiations that won Redstone both Viacom and Paramount. The book reveals the intense business calculations and strong emotions of Redstones head-to-head confrontations with such adversaries as Barry Diller and H. Wayne Huizenga. A Passion to Win takes the reader along on the financial roller-coaster ride that began when Blockbuster went into the tank, risking Redstones fortune and lifes work. By the end of that ride, Redstone had righted his company and revolutionized the video industry. In a world of high-visibility corporate battles, Redstone pulls no punches. This is the man who faced down a pack of thugs when they threatened producer Bob Evans during the filming of The Cotton Club. And this is a book that shows the reader what it takes to win. Behind it all is the same iron will that helped Redstone to survive a deadly fire at Bostons Copley Plaza Hotel by clinging with one hand to a...



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