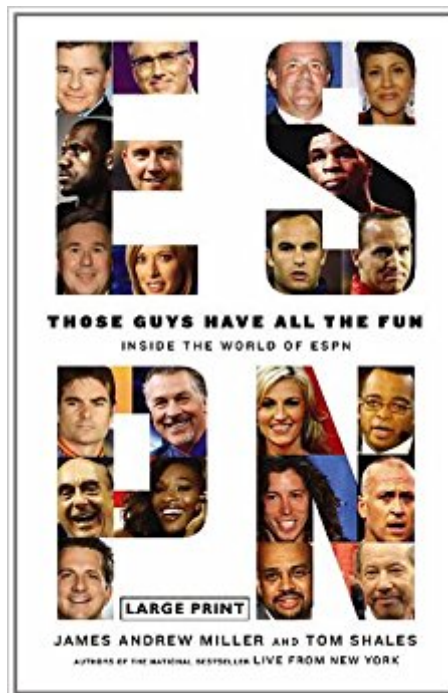


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Those Guys Have All The Fun: Inside The World Of ESPN



Synopsis

ESPN began as an outrageous gamble with a lineup that included Australian Rules Football, rodeo, and a rinky-dinky clip show called Sports Center. Today the empire stretches far beyond television into radio, magazines, mobile phones, restaurants, video games and more, while ESPN's personalities have become global superstars to rival the sports icons they cover. Chris Berman, Robin Roberts, Keith Olbermann, Hannah Storm, Bill Simmons, Tony Kornheiser, Stuart Scott, Erin Andrews, Mike Ditka, Bob Knight, and scores of others speak openly about the games, shows, scandals, gambling addictions, bitter rivalries, and sudden suspensions that make up the network's soaring and stormy history. The result is a wild, smart, effervescent story of triumph, genius, ego, and the rise of an empire unlike any television had ever seen.

Customer Reviews

Praise for THOSE GUYS HAVE ALL THE FUN: "Those who work in the business of sport will devour the book...[readers are] granted the kind of behind-the-scenes access that sports media junkies are rarely given..."
—Richard Deitsch, Sports Illustrated.com
"Those Guys Have All the Fun is a de rigueur read for sports fans who wonder how a fired hockey announcer used a \$9,000 credit card advance to start a broadcasting empire that changed what we think about sports and how we view them."
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