



ESPN Creating an Empire: The No-Holds-Barred Story of Power, Ego, Money, and Vision That Transformed a Culture

Stuart Evey

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Stuart Evey, the founding chairman of ESPN, details the difficult, thrilling, and contentious creation of ESPN in this insider's account. From altercations with Ted Turner at the Playboy mansion to manufacturing a high-stakes, multi-million dollar bidding war between media giants based on nothing more than carefully placed insinuations, Evey was at the center of everything regarding ESPN's infancy and early years. Featured among the many riveting stories are a look inside the dysfunctional family empire that was worth billions, why the young network cut Dick Vitale's microphone off in mid-interview, how Evey duped ABC into investing millions into ESPN, and why Bristol, Connecticut was chosen as the home of a burgeoning media monolith.

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