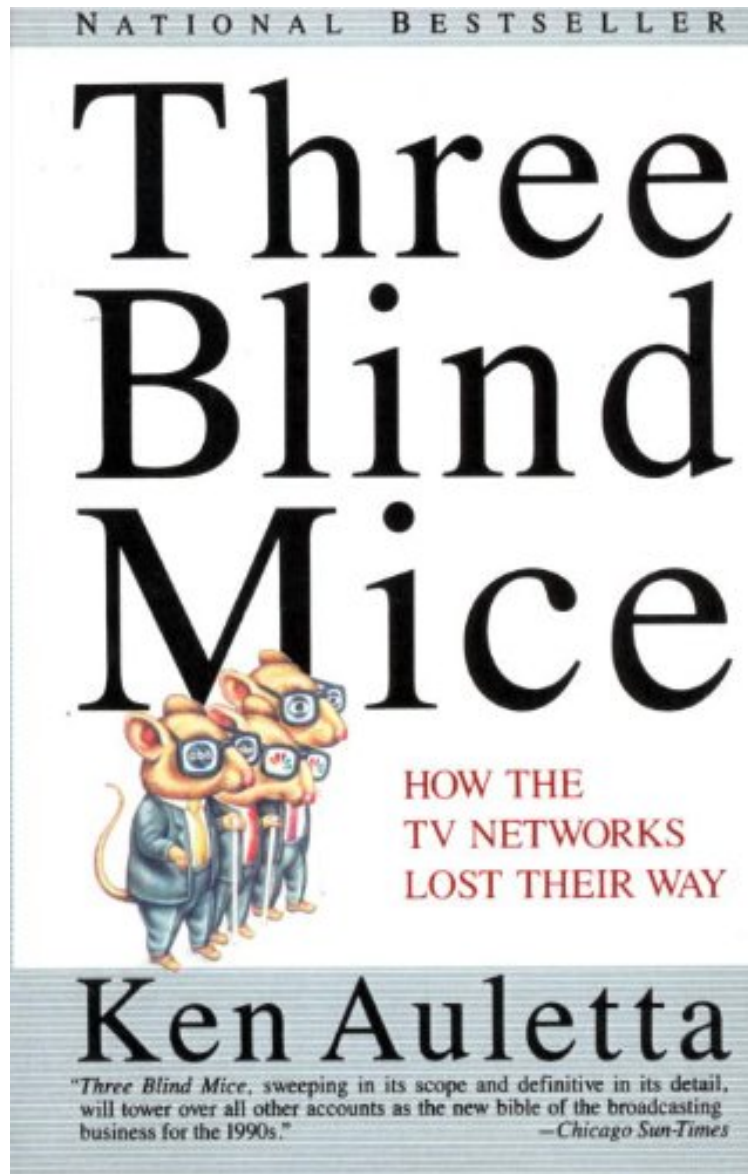


## Three Blind Mice: How the TV Networks Lost Their Way

Ken Auletta

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**Ken Auletta : Three Blind Mice: How the TV Networks Lost Their Way** before purchasing it in order to gage whether or not it would be worth my time, and all praised Three Blind Mice: How the TV Networks Lost Their Way:

0 of 0 people found the following review helpful. Comprehensive and DetailedBy Ravi MadhavanThree Blind Mice is a very comprehensive look at the network television business from 1984 to 1991. During this time the monopoly that network television enjoyed for several decades came to an end. The three networks share of viewers dropped from 90% to 65%. Viewers had many more choices due to the growth of cable channels. On the business side the networks

became part of larger companies or investors with more than television on their minds and hearts. The corporate culture invaded the two sides of network tv - news and entertainment, both of which felt they were not governed by the rules of business. Ken Auletta writes in great narrative style as if he is and in many cases was in the room. He gets into the hearts and minds of the three leaders that are central to the story - Larry Tisch with CBS, Tom Murphy with ABC and Bob Wright with NBC. He does well to show their contrasting leadership styles and how they positively and negatively impacted their organizations. All three came in with strong preconceived ideas of what was wrong with the business. However in the end the business changed them more than the other way around. He details the process of upfront advertising sales, the relationships with affiliate stations, and the nuance of programming/scheduling prime time through interesting narrative. Finally he shows great vision for the future that came after the Fin-Syn rules are dropped allowing networks and companies owning networks to own programming and sell to other networks.

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As the price for this product was so low, I was not expecting the quality to be so good. I had to buy these for a course at college and I didn't want to spend much money on books. It was a genuinely good surprise opening up the box to find this book!

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By Stephen  
An excellent analysis of the key decision makers and the competitive dynamics of the free-to-air TV business in the 1990s. Perhaps more appropriate for industry professionals but also to general readers.

What happened to network television in the 1980s? How did CBS, NBC, and ABC lose a third of their audience and more than half of their annual profits? Ken Auletta, author of *Greed and Glory on Wall Street*, tells the gripping story of the decline of the networks in this epically scaled work of journalism. He chronicles the takeovers and executive coups that turned ABC and NBC into assets of two mega-corporations and CBS into the fiefdom of one man, Larry Tisch, whose obsession with the bottom line could be both bracing and appalling. Auletta takes us inside the CBS newsroom on the night that Dan Rather went off-camera for six deadly minutes; into the screening rooms where NBC programming wunderkind Brandon Tartikoff watched two of his brightest prospects for new series thud disastrously to earth; and into the boardrooms where the three networks were trying to decide whether television is a public trust or a cash cow. Rich in anecdote and gossip, scalpel-sharp in its perceptions, *Three Blind Mice* chronicles a revolution in American business and popular culture, one that is changing the world on both sides of the television screen. From the Trade Paperback edition.