



A Passion to Win: An Autobiography (Hardback)

By Sumner Redstone

SIMON SCHUSTER, United States, 2001. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.A titan of modern media, Viacom Chair-man Sumner Redstone reveals how he battled his way to become the head of one of the world s 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 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 Redstone s 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...

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