



# Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom

*George Bodenheimer, Donald T. Phillips*

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## **Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom**

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**A Best Business Book of 2015, Strategy Business**

ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer.

It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything.

George Bodenheimer knows. Initially hired to work in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world.

In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

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A lot of people always spent their very own free time to vacation or even go to the outside with them family or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or perhaps playing video games all day long. If you need to try to find a new activity this is look different you can read a new book. It is really fun for yourself. If you enjoy the book you read you can spent the whole day to reading a guide. The book Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom it doesn't matter what good to read. There are a lot of people that recommended this book. These people were enjoying reading this book. Should you did not have enough space to create this book you can buy the actual e-book. You can m0ore simply to read this book through your smart phone. The price is not very costly but this book provides high quality.

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