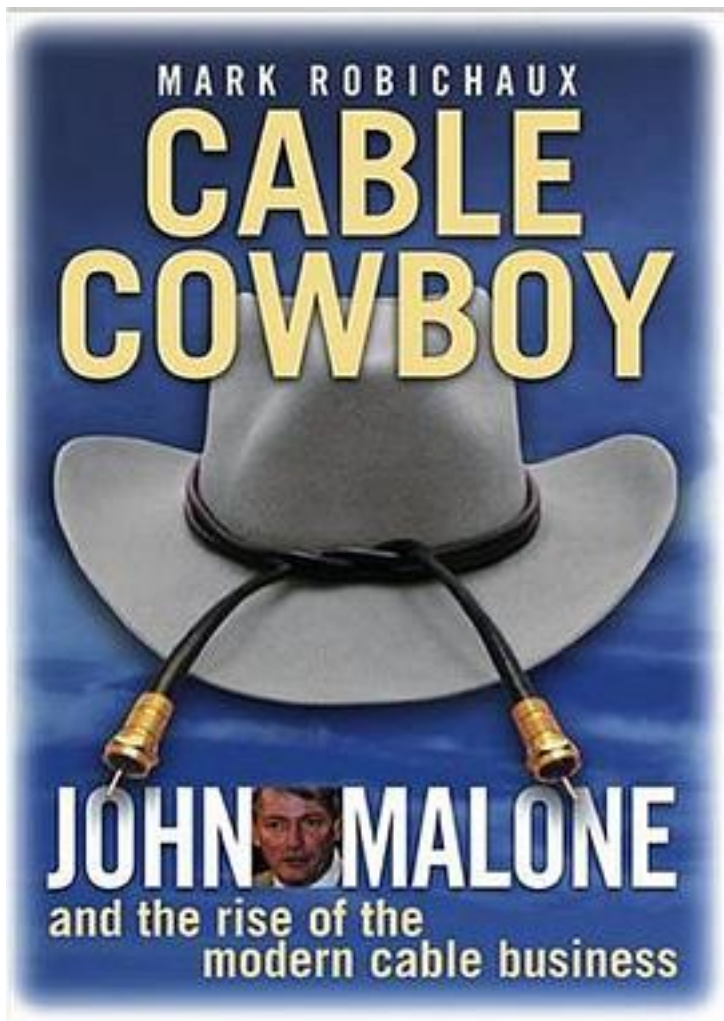


Cable Cowboy



[Cable Cowboy_下载链接1](#)

著者:Mark Robichaux

出版者:Wiley

出版时间:2005-3-9

装帧:Paperback

isbn:9780471706373

An inside look at a cable titan and his industry John Malone, hailed as one of the great

unsung heroes of our age by some and reviled by others as a ruthless robber baron, is revealed as a bit of both in Cable Cowboy. For more than twenty--five years, Malone has dominated the cable television industry, shaping the world of entertainment and communications, first with his cable company TCI and later with Liberty Media. Written with Malone's unprecedented cooperation, the engaging narrative brings this controversial capitalist and businessman to life. Cable Cowboy is at once a penetrating portrait of Malone's complex persona, and a captivating history of the cable TV industry. Told in a lively style with exclusive details, the book shows how an unassuming copper strand started as a backwoods antenna service and became the digital nervous system of the U.S., an evolution that gave U.S. consumers the fastest route to the Internet. Cable Cowboy reveals the forces that propelled this pioneer to such great heights, and captures the immovable conviction and quicksilver mind that have defined John Malone throughout his career.

作者介绍:

目录:

[Cable Cowboy_ 下载链接1](#)

标签

美国

商业

经济

纪传

John.C.Malone

行业

传记

人物传记

评论

3.5星，写早期TCI和有线电视行业非常精彩，后面写得很杂很乱，如果对当时背景和媒体行业的宏观变迁没有了解读起来会很艰辛

两天里赶完了这本书。看的时候不停感叹，这人太厉害了，他的大脑无论放到哪个行业都会是显示出无边际的价值。先于华尔街意识到现金流的重要性，对于三网融合的前瞻性，还有早期拯救TCI于破产边缘的广大全局观。其实印象最深刻的，还是他为人做事的强硬和不妥协。当你强硬的时候，别人就软了。他的对手盖茨和Comcast的二代领导人就是如此。

感觉Malone是有一些为了做生意而不惜用一些很强硬的手段的人，而且TCI确实也做到了行业霸主的地位，甚至对FCC的法规都阳奉阴违并且保持customer service很糟糕。Malone对这个行业前瞻看得比较清楚，什么时候碰到瓶颈了他也认真的考虑退出。另外，他也很懂资本市场，从TCI-Liberty的换股给他跟创始人带来的巨大收益到之后很多次的分拆合并。1997年入主的Hindery带来的最大改变是改善了被人诟病的客服以及下放自主权，这时候更大的挑战来自默多克的卫星电视。Hindrey更大的本领在于deal making上,TCI卖给ATT的交易就可以看出来。但是ATT拒绝发行tracker stock让Malone完全失去了对公司的控制。Liberty在2000年做过不少失败投资

被低估的好书。充分反应一句话：你不需要知道所有的企业来做好的投资。哪怕仅懂一个领域，深挖透了也可以在长期取得远好于市场的表现。当然，对单一领域的深耕也会造成即使分散投资依然无法应对该领域的系统性风险，这点在互联网泡沫破灭时尤为明显。

很精彩 内容和渠道的前世今生 无愧黎叔枕边书

[Cable Cowboy_下载链接1](#)

书评

Cable Cowboy_下载链接1