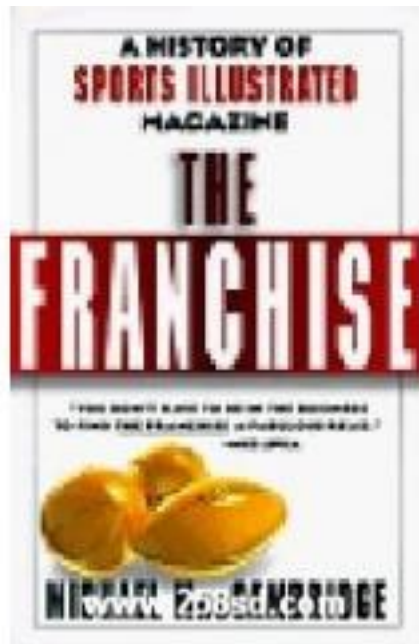


The Franchise: A History of Sports Illustrated Magazine



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Amazon.com The Franchise recounts the story of an industry joke that went on to become one of the most successful magazines in publishing history. Under the visionary leadership of managing editor Andr e Laguerre, Sports Illustrated--launched in 1954--continually pushed the envelope, revolutionizing color printing in the process and making the careers of an immensely talented group of writers and photographers. Author Michael MacCambridge analyzes editorial and marketing strategies, including the infamous swimsuit issue, and profiles most of the key players--with an emphasis on the crack team of sportswriters that has included such talents as Dan Jenkins, Frank Deford, and Rick Reilly. --This text refers to an

out of print or unavailable edition of this title. From Library Journal Believe it or not, there once was a time when Sports Illustrated didn't do a swimsuit issue and readers didn't get a free gadget for subscribing. MacCambridge, a onetime pop culture reporter, chronicles SI's evolution from its shaky start as a snooty publication covering too many yacht races and polo matches to its present status as the leading sports journal in America. Based on over 300 interviews with former and current staffers, it offers an inside perspective, crammed with blow-by-blow accounts of the office rivalries and schemes that shaped the magazine. Profiles of renowned sportswriters like Dan Jenkins and Frank Deford are included, along with those of managing editors Andre Laguerre and Mark Mulvoy, who were instrumental in developing the magazine. MacCambridge also examines the print and electronic competitive challenges SI has faced, and, of course, he covers the story behind the swimsuit issue as well. Essential for all public libraries.?Peter Ward, Lindenhurst Memorial Lib., N.Y.Copyright 1997 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title. See all Editorial Reviews

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