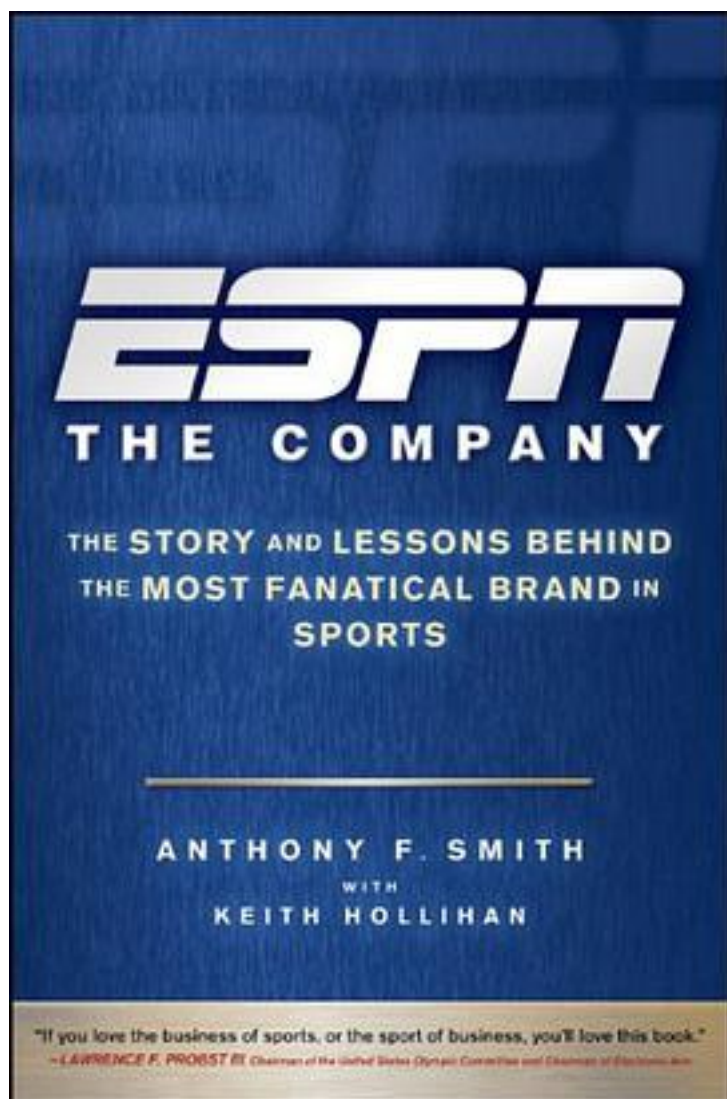


ESPN the Company



[ESPN the Company_ 下载链接1](#)

著者:Anthony F. Smith

出版者:John Wiley & Sons

出版时间:2009-9-18

装帧:Hardcover

isbn:9780470542118

A fascinating look at ESPN and its success as a brand ESPN The Company reveals the inside scoop on the biggest business story in sports, detailing the creative and innovative spirit and practices that drove the programming, products, and services of the most powerful and prominent name in sports media. The authors provide a behind-the-scenes perspective on how ESPN dealt with their many partners and how they handled mistakes and missteps along the way—from the humble beginnings of ESPN as an underrated startup to the pinnacle of their success as a major industry player. ESPN and other great organizations invest in their people. They train them. They believe that if you spend the time and resources turning talented performers into leaders, you're going to get better organizational performance and engender higher levels of commitment and sweat. ESPN The Company Explores the dedication to excellence that makes ESPN the "Worldwide Leader in Sports" Reveals how the steps ESPN has taken to excel can be applied to whatever type of business you're in Shares the lessons learned at ESPN about launching and growing a wildly successful enterprise Engaging and informative, this entertaining guide reveals how any company can benefit by embracing the best practices of ESPN.

From the Inside Flap Thirty years ago, TV sports coverage was produced as a sidebar unworthy of serious news time. Game highlights, such as they were, usually consisted of scores and brief recaps crammed into a few minutes between news and weather on your local television channel. That all changed when Bill Rasmussen, an unemployed sports announcer in 1979, and a group of committed sports junkies in Bristol, Connecticut, decided to lease unwanted satellite time to broadcast some local college sports and minor league hockey games. They called their organization the Entertainment & Sports Programming Network which we know today as ESPN, the most powerful and prominent name in sports media, with twenty-seven satellite dishes feeding more than 97 million subscribers. How did Connecticut become the center of the sports universe? ESPN The Company tells the fascinating story of how ESPN managed to sustain its growth, innovation, and brand in a highly competitive and rapidly evolving marketplace. Based on over twenty years of consulting inside ESPN, Smith provides the reader with firsthand observations, experiences, and research, which reveals for the first time an inside look and feel for the type of organizational psychology and culture that exists at all levels of ESPN. The authors detail four distinct stages in the company's development that the company has gone through illuminating how ESPN's business decisions and accomplishments can be understood in the context of the company's evolution. We ultimately learn that at the heart of ESPN's success is one astoundingly simple principle: serve fans. After each chapter, the authors share the lessons learned at ESPN about launching and growing a wildly successful enterprise—all the while enhancing economic and human value. The lessons are rich and applicable anywhere, and if you're a fan of business, competition, or sports, you'll enjoy reading and learning from this book.

作者介绍:

目录:

[ESPN the Company 下载链接1](#)

标签

评论

不愧是资深顾问写的，这么长的书、这么有趣的题材，几乎什么新东西都没有说

当中国很多媒体都在标榜要做中国的ESPN时，我们并不了解ESPN的成长历史，以及对体育传播的里程碑意义。当年起步的艰辛，成长过程的挑战，迈向成功的喜悦，读读这本书还是很开眼界的

[ESPN the Company 下载链接1](#)

书评

[ESPN the Company 下载链接1](#)