



# **Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry**

*Kevin Maney*

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A tale of big ideas . . . big egos . . . and the billions to be won or lost in the exploding communications industry

"An exciting, well-written, fast paced book on a fascinating topic. It is down to earth, realistic, and important. Kevin Maney artfully demystifies the explosion of new technologies and businesses that are radically changing the way we live, work, and play."—James C. Collins coauthor of *Built to Last*

"Mandatory reading for all who wish to know the key media players and their future playthings. His personality portraits add the intriguing 'spice' that keeps the pages turning. This is an exceptional examination of who is likely to succeed or fail in the future media landscape."— John S. Hendricks Chairman and Chief Executive Officer The Discovery Channel

"Megamedia Shakeout by Kevin Maney is a comprehensive overview on the emerging 'new media'. Some of his conclusions are controversial, but this trenchant analysis from a veteran observer provides a paradigm for both insiders and neophytes. Whether you are in the industry as I am or a technology investor interested in unearthing these new opportunities, this book is a thought-provoking, up-to-the-minute analysis of all the players, large and small, poised to dominate the next media revolution."—Mike Bloomberg President, Bloomberg LP

"Kevin is one of the nation's most astute commentators on the mergers and alliances which will shape media in the twenty-first century. 'Megamedia' is exactly the right term to describe the multifaceted behemoths now converging, and Kevin has done a fine job of chronicling that convergence."—Ted Leonsis President, America Online Services Company

"From behind the scenes, Kevin Maney provides us with an insightful, entertaining ride on the multimedia roller coaster. Kevin's style provides us with provocative insights of the mega personalities which dominate and formulate the megamedia future. This constitutes a 'must read' for anyone who needs a map to the information highway."—Lucie J. Fjeldstad President, Fjeldstad International Former Vice President, IBM

The biggest thing to hit the business world since Henry Ford introduced assembly-line production is the concept of megamedia—the merging of the computer, telephone, software, entertainment, and cable TV industries. The technological convergence of companies from all corners of business has sparked the most sensational corporate shakeouts in history.

Now in an engrossing tale of big ideas, big egos, and the billions to be won or lost in the exploding communications industry, USA Today reporter Kevin Maney answers these questions and more. This insightful account includes:

- Predictions of the five biggest winners and the five biggest losers in megamedia in the next few years
- Vivid personality portraits of media moguls at the top of this new industry including Ray Smith (Bell Atlantic), Robert Allen (AT&T), Frank Biondi (Viacom), John Malone (TCI), Bill Gates and Nathan Myhrvold (Microsoft), Lew Platt (Hewlett-Packard), Barry Diller, Ted Turner, and more

- Profiles exploring the current and future direction of many of the world's leading companies including Time Warner, Microsoft, Disney, Intel, and IBM

Writing in a taut, hard-driving journalistic style, Maney takes us behind the scenes at leading companies for the first inside look at the shakeout in the communications industry. Megamedia Shakeout cuts through the hype to bring us a bold vision of the future and a clear-sighted, practical assessment of the exciting business and investment opportunities being opened up by the communications revolution.

Kevin Maney has been chronicling the communications revolution for several years now, and he has interviewed all the key players involved. In this book, he pieces together a coherent picture

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#### **Teressa Fernandez:**

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The reason why? Because this Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry is an unordinary book that the inside of the guide waiting for you to snap it but latter it will surprise you with the secret the idea inside. Reading this book close to it was fantastic author who write the book in such awesome way makes the content inside of easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This book will give you a lot of gains than the other book have got such as help improving your proficiency and your critical thinking approach. So , still want to hold off having that book? If I were you I will go to the reserve store hurriedly.

#### **Rosario Jones:**

On this era which is the greater individual or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple strategy to have that. What you should do is just spending your time little but quite enough to experience a look at some books. One of the books in the top list in your reading list is actually Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry. This book which is qualified as The Hungry Inclines can get you

closer in getting precious person. By looking right up and review this publication you can get many advantages.

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