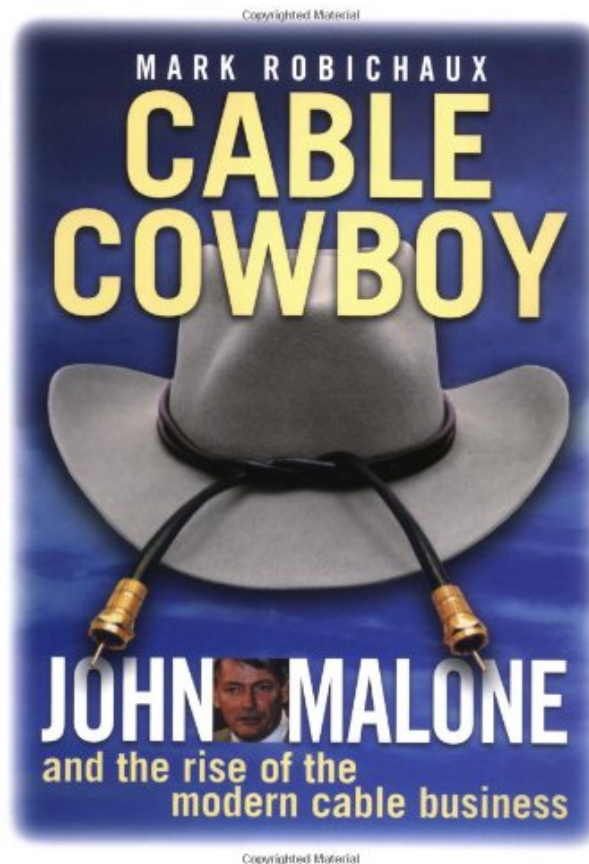


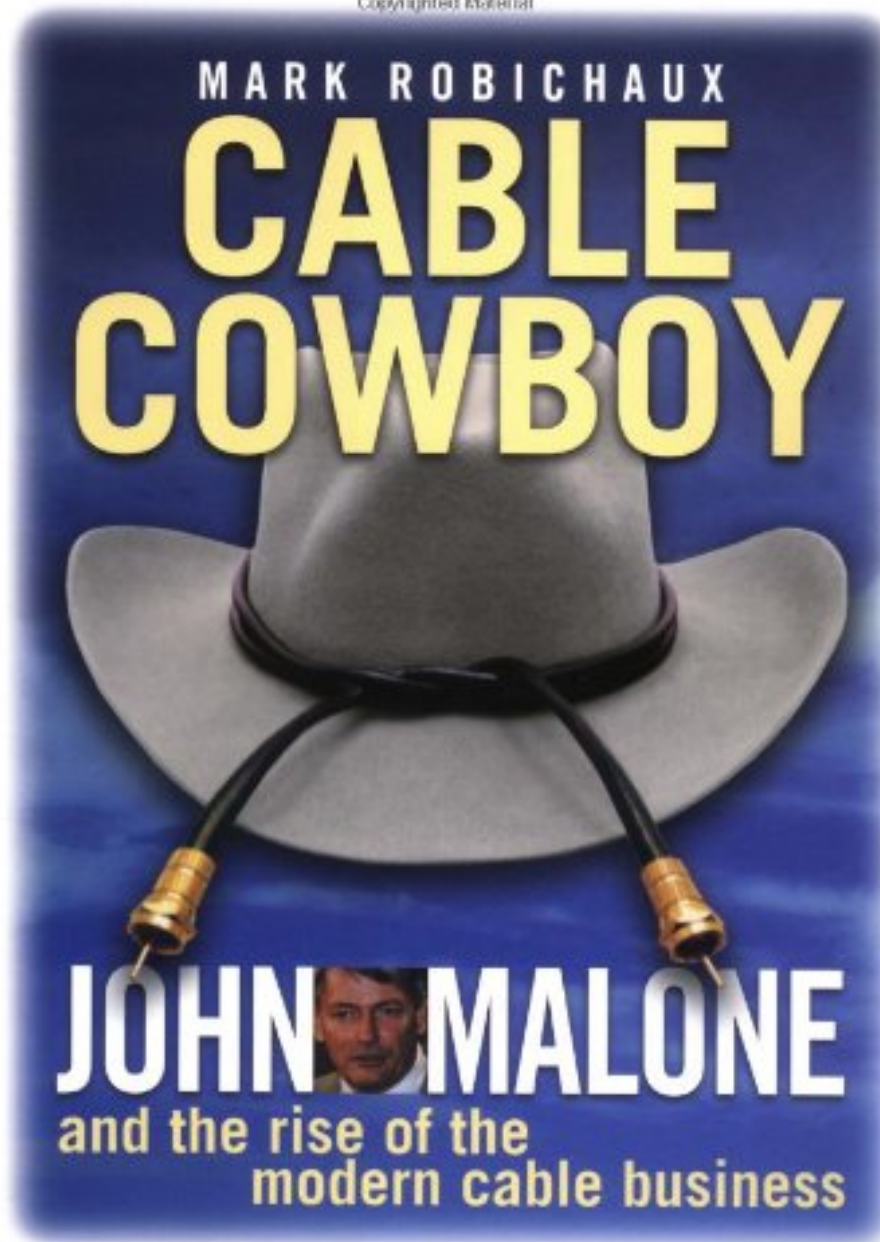
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1 of 1 people found the following review helpful.

The book provides a very readable and rare insight into ...

By Arthur Flegenheimer

The book provides a very readable and rare insight into the history and workings of the key players of the cable industry.

TCI and John C. Malone provide a lively story of the ideas and issues during the times of consolidation and govt actions

during the 1990s , President Clinton and the Telecom Act of 1996.

The narrative ended in 2002. An update would be in order.

2 of 2 people found the following review helpful.

Great learning about the cable industry and John Malone

By Amir

Fascinating story about the birth of an industry and how few determined people can create a change (an industry) against the odds and mighty opponents.

I found the description of the many struggles of John Malone and Bob Magness as they built Tele-Communications Inc. (TCI) to a dominant cable company an unforgettable story. It is a story of a rancher (Magness) who sold his cattle to "climb on towers and wire homes", and of John Malone a financial and business visionary who saved the company from bankruptcy (some will say multiple times) and led it to its powerful position.

I like the author's ability to both describe in technical details the early days of the first cable systems and the personalities of the industry visionaries as they fight against many challenges (regulatory, financial and personal).

This book might be more important today (2012) than it was when released in 2005, as the industry is losing some of its dominance. The few broadcasting companies that were undefeated semi-monopoly only 30 years ago were slowly overtaken by the young cable guys as described in this book. Today some of these guys and the mighty cable industry are facing tremendous challenges (cable video subscription had its first negative year), other players are taking prominent positions as leaders in the media distribution industry, and once "hooked" clients are debating about "cutting the cord".

The author neither analyzes the industry nor judges its ways. However, it is telling the story of risk-taking people with a vision to create a product against all odds.

One might find that the key lesson in this book is that it is not only a company, a technology or a unique position that creates tremendous success, it is also (some will remove the word "also") the people, the captains of change. Read the book and you will have the opportunity to learn about one of these captains, John Malone.

Amir Avitzur

Author of "Why do we sell low and buy high? The guide you must read BEFORE you invest"

2 of 2 people found the following review helpful.

It would have been better if there was a little more detail on how ...

By James C. Kraft

There's no denying it's a well-written book, nor that the subject is a fascinating man. It would have been better if there was a little more detail on how Malone's various deals actually worked, though. It tends to gloss over some of the nitty-gritty of how the capital was actually raised, the deals themselves, which to me is actually the most interesting part/where Malone's wizardry really shined.



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