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The Making of a Blockbuster: How Wayne Huizenga Built a Sports and Entertainment Empire from Trash, Grit, and Videotape

Gail DeGeorge

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"The Making of a Blockbuster is an engrossing depiction of an out of nowhere, self-made American industrialist, Wayne Huizenga. It captures with intensity the true grit and dynamic, unwavering character of a blockbuster personality and his rise to this country's preeminent entrepreneur." -- Sumner Redstone Chairman of the Board, Viacom Inc. "This is more than a book. It's a fantasy about a man with great vision. A must read for anyone with dreams for their future." -- Aaron Spelling Spelling Television Inc. "I have always admired anyone who makes it on their own and Wayne has done that in a big time way while never forgetting where it all began. The whole story is between the covers of this fascinating book, The Making of a Blockbuster." -- Frank Gifford ABC Sports Despite all the media buzz surrounding Blockbuster video, little has been written about Wayne Huizenga, the charismatic man behind it all--until now. Here is the complete inside story of how this college dropout-turned-garbage collector rose to become a corporate titan. This eye-opening book reveals everything from Huizenga's incredible transformation of 19 Blockbuster stores into a $4 billion entertainment conglomerate to his successful entry into the sports arena as owner of the Miami Dolphins, Florida Marlins, and the Florida Panthers. Huizenga's winning combination of business strategies, management style, and vision is explained in this book--a fascinating testament to the power of true grit, seat-of-the-pants dealmaking, and sheer entrepreneurial genius. The Making of a Blockbuster is an enthralling read for all who follow the entertainment and sports industries, and business readers who want to find out just how it's done.

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