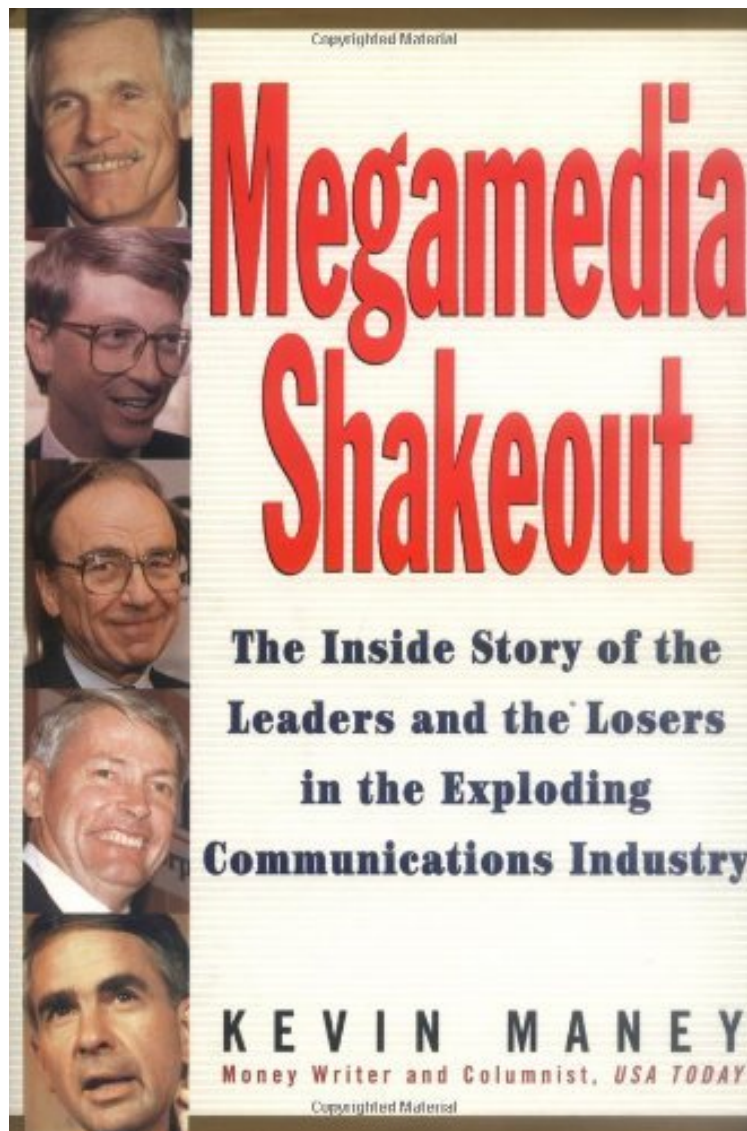


(Download ebook) Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry

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

*Kevin Maney*

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**Kevin Maney : Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications

## Industry:

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."mdash;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."mdash;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."mdash;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."mdash;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."mdash;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 megamediamdash;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 (ATT), 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

From Publishers WeeklyUSA Today reporter Maney believes that a new industry, "megamedia," is emerging from the melding of television, telephones, computers, entertainment and communications. In an in-depth, savvy guide for inquisitive laypersons, investors, consumers, entrepreneurs and employees, he surveys the rapid-fire mergers, deals, trends, chief hurdles, top executives and key companies in a field that arguably has brought ATT, Disney, IBM, Viacom, Microsoft and Tele-Communication Inc. (TCI) within the same megamedia arena. Interactive TV, video phone calls, long-distance schooling, wireless phones and videoconferencing via personal computer will soon become commonplace, Maney predicts, as megamedia evolves, telephones, televisions, PCs and their hybrids will borrow features from one another and will be served by the same networks, he adds. The core of this book consists of incisive, often biting assessments of some two dozen companies, among them Apple, Sony, Intel, Time Warner, NYNEX, Oracle and Knight-Ridder. Copyright 1995 Reed Business Information, Inc.From BooklistBoth hope and hype seem to define any news or commentary about the information superhighway. USA Today reporter Maney entertainingly delivers some serious inside information about the media industry, its players, Uncle Sam, and the egos involved. Easy to read and jargon free, his account begins with a specific segment of megamedia--telephones and computers, for instance--then proceeds to detail in depth the past and future strategies of the premier company within that field, after which come outlines of the strengths and weaknesses of the other participants. Barbara JacobsFrom the PublisherThe author's journalistic skills enable readers to grasp both the big picture of the communications revolution and the technologies involved. Discusses who the players are--their strengths, weaknesses and interconnections with other companies and industries. Profiles the general role and direction of the industry; explains why the revolution is taking

place; and offers future predictions.