



# Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom

*George Bodenheimer, Donald T. Phillips*

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## **Every Town Is a Sports Town: Business Leadership at ESPN, from the Mailroom to the Boardroom**

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**A Best Business Book of 2015, Strategy Business**

ESPN's rise is one of the most remarkable stories about business and sports in our time, and nobody can tell it better than George Bodenheimer.

It may be hard to believe, but not long ago, getting sports updates was difficult and frustrating. ESPN changed everything.

George Bodenheimer knows. Initially hired to work in the mailroom, one of Bodenheimer's first jobs was to pick up sportscaster Dick Vitale at the Hartford airport and drive him to ESPN's main campus--a couple of trailers in a dirt parking lot. But as ESPN grew, so did George's status in the company. In fact, Bodenheimer played a major part in making ESPN a daily presence not just here, but all over the world.

In this business leadership memoir--written with bestselling author Donald T. Phillips--Bodenheimer lays out ESPN's meteoric rise. This is a book for business readers and sports fans alike.

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