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TELEVISION: Innovation, Disruption And The World's Most Powerful Medium Volume 1



Synopsis

No medium in history can match the power of television. No product has spread so far and so fast. Nothing has had so much influence. Nothing has impacted how the world sees itself like television. **TELEVISION: Volume 1** brings together seven decades of stories on how this happened into one epic narrative. How did an impoverished immigrant become the king of all media, creating the first radio network and the first TV network? What caused the inventor of FM radio to jump out of a window to his death? How did NBC, CBS and ABC innovate to build their media monopolies? How did *Star Trek* create the first fan culture movement? What made *The Mary Tyler Moore Show* the first great feminist show, and #1 hit? What made Norman Lear the most influential TV comedy producer ever? How did Lucille Ball go from a washed-up B movie actress to a multi-millionaire Hollywood studio mogul? What makes Louis C.K. the Jackie Gleason of the digital age? With unparalleled insider insight, it shares critical, practical, behind the scenes lessons from the business of TV. The **TELEVISION** series is a must-read for media executives, students, entrepreneurs, and fans. Two-time Emmy® Award winner, author Seth Shapiro is a leading advisor in business innovation, media and technology. He is an Adjunct Professor at the USC School of Cinematic Arts, a Governor of the Television Academy, and Principal of New Amsterdam Media LLC.

Reviews of **TELEVISION: Volume 1**: "If you ever wanted to know how the television industry began, this is your primer." -- Garth Ancier, Former Entertainment President, Fox Broadcasting Company; President, NBC Entertainment; Chairman, President, BBC Worldwide America

Seth Shapiro masterfully chronicles the evolution of television... It was like seeing my life pass before my eyes." -- Preston Beckman, Senior Strategist, FOX Networks Group; EVP, NBC Entertainment

"Seth Shapiro teaches THE class on the media business. Now, he's writing THE book. He's THE expert." -- Ryan Holiday, Editor-at-large, The New York Observer; Best-Selling Author of *Trust Me I'm Lying* and *The Obstacle is the Way*

"Seth is a spectacular storyteller with extraordinary perspective and real world experience. If you want to truly understand the TV business, **TELEVISION: Volume 1** is a must read." -- Shelly Palmer, Business Advisor, Author and Commentator

"Seth Shapiro nails it. With an eye for keen detail, insider's access, and a gift for analytic storytelling, Shapiro weaves a powerful tapestry... **TELEVISION: Volume 1** stands to become a must-read for all industry participants, students of electronic media, and viewers who have ever wondered how this global phenomenon called TV came to be." -- John Penney, Chief Strategy Officer, STARZ

"Seth Shapiro has crafted a delightful, story-filled history of television that is as entertaining as the medium itself... a must read for all those looking to comprehend the future of video." -- Jay Samit, Author of *Disrupt You: Master Personal Transformation, Seize*

Opportunity and Thrive in the Era of Endless Innovation Seth is the perfect author to tell the story of television. And the story is a fascinating combination of art and business, of technology and culture. -- Jeff Schultz, Senior Vice President Business Development, CBS

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Customer Reviews

Seth Shapiro is one of the sharpest minds at the intersection of TV and Technology. His first book "Television: Innovation, Disruption, and the World's Most Powerful Medium" shows that one of the most traditional mediums, TV, actually is one of the most creative and maverick industries ever devised. Through great storytelling, Shapiro skillfully weaves the fascinating history of television with modern insights, shedding light on where we are headed. This is a tremendous read!

One of those rare volumes that keeps you turning the page. Seth Shapiro took me on a journey that I hadn't realized I'd already been on. From the advent of wireless through Lucy, Johnny and even Monty Python, Shapiro offers a history that (a) I had no idea I was interested in, and (b) was a reflection of my own, personal history. A borderline baby boomer, I thought nothing of television's influence until I remembered my mom telling me that I was named after Rob Petrie; my brother,

Ricky Ricardo - and I was lucky enough to stumble upon this brilliant work from an obvious savant (not, to be sure, of the idiot variety!) on all things television. Can't wait 'til volumes 2 & 3. Spend ten bucks and revisit your own life - it's a fun ride.

Fascinating. This book is filled with many things: nostalgia, wit, information, and a clear look at how television and radio became what they are today. Amazing attention to detail and deep research by the author combine in a very readable, enjoyable format. The author guides us through the personalities, happenings, and circumstances that shaped the mediums and shows real skill in making it all entertaining with a great lead in and connection to the next at the end of every chapter. It will make you smile, make you go, "Wow, I didn't realize that" about 100 times, and keep you turning the pages. Well done.

There is no sharper-eyed observer of the past, present, and future of TV than Seth Shapiro. In Volume 1, *The Broadcast Age and the Rise of the Network*, he guides us through TV's history with the perspective, clarity, and humor that only a true industry insider can offer. If you love TV -- and let's be honest, even if you swear you hate you know you secretly love it -- this is an incredibly insightful and fun read. But it's also an incredibly valuable business book. If you're in the marketing business, it's more important than ever to understand where we've come from if you want to understand where media is all going. Turn off the TV, turn off the wi-fi, find a comfortable chair and settle in with this outstanding book. You're guaranteed to be smarter and savvier about the world's most powerful medium than you were before. The book is indispensable. Don't miss it.

I'm a digital marketer without much experience in TV. For me, this was a bit of a "know the enemy" kind of a read! :) I found the book to be extremely insightful and a great way to get a better understanding of an industry that has shaped the world's culture. It's also a great read. Seth is a story-teller and has clearly absorbed the best aspects of the medium he's exploring. There were a lot of great lessons I pulled out and I highly recommend it.

Seth Shapiro takes his unparalleled access and industry insights and translates them to print for all to share. Could not recommend this more for the outsider or casual television fan looking for a window into the world of television, or for the expert too busy to stay on top of the ever evolving world and looking to better understand why and how we got where we are. All told thru stories from and about some of the television greats.

If you're fascinated by television's past -- as I tend to be -- this is a delightful, Ken-Burnsian trip down its main streets and back alleys with stories and anecdotes you'll find yourself telling other people over dinner. If you're fascinated by television's future -- as most of us should be -- this is an indispensable read because it shapes the arc of TV's past, present and future with clarity, context and wit. As the "world's most powerful medium" continues its forceful march into our lives with new technologies and new business models, this becomes a must-read for anyone in the business of making, distributing or enjoying television.

Television: Innovation, Disruption, and the World's Most Powerful Medium (The Broadcast Age and the Rise of the Networks) (Volume 1) This book is a must have for the reading list of students and professionals alike. It provides a unique perspective that can only come from someone who has experienced the trials, tribulations and successes in this industry. I particularly liked the stories about industry innovators like Jackie Gleason, Norman Lear and of course, Monty Python who forever changed the course of comedy for all that have followed. Definitely a smart read.

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