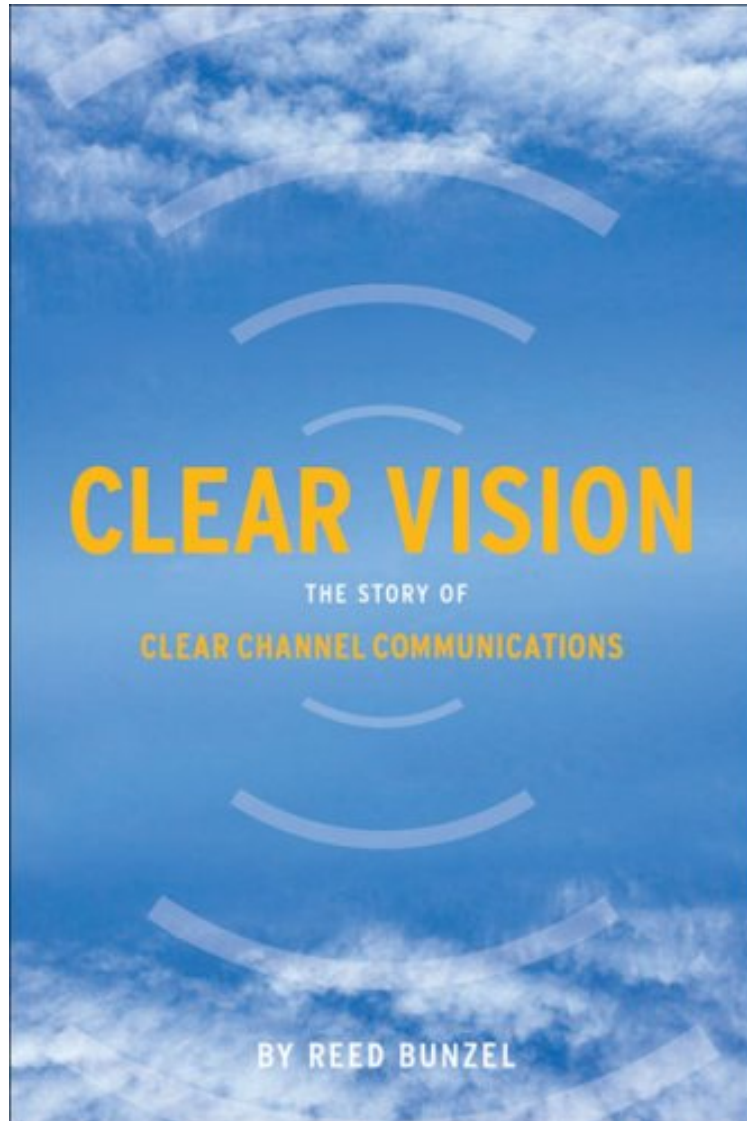


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## Clear Vision: The Story of Clear Channel Communications

*Reed Bunzel*

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#3330632 in Books Bright Sky Press 2008-04-01 Original language: English PDF # 1 9.25 x 1.00 x 6.251,  
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**Reed Bunzel : Clear Vision: The Story of Clear Channel Communications** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Clear Vision: The Story of Clear Channel Communications:

8 of 8 people found the following review helpful. A corp sponsored and edited puff piece By Music Man Don't expect an objective look at Clear Channel as a company, nor it's officer. Nary an objective mention of how Clear Channel bought up many radio stations using mega debt, firing staffs, merging sales and back office operations, resulting of thousands of job losses. Not to mention having centralized control over very predictable playlists and more. Clear Channel has made radio not fun to listen to. So... if you want an objective look at them try the other book. 13 of 15

people found the following review helpful. All the objectivity of an infomercial  
By David Sedman  
If you want to read Clear Channel propaganda, this is your book. The author says Clear Channel paid him to do the book and though he declined to say what amount, another journalist said he was offered more than \$100,000. The copyright is held by Clear Channel. Don't get this confused with Right of the Dial which was not commissioned by the fine folks at Clear Channel Propaganda Inc.  
11 of 15 people found the following review helpful. This book was commissioned by Clear Channel!  
By T-bone  
A warning to all: do not expect an objective read. This is essentially a corporate autobiography from the only company shameless enough to do such a thing. It was commissioned in response to the REAL Clear Channel story, "Right of the Dial: The Rise of Clear Channel and the Fall of Commercial Radio". Send your dollars that way and don't buy into this corporate, narcissistic tome.

From its founding in 1972 by Red McCombs and Lowry Mays, Clear Channel has grown to become the largest radio- and outdoor-advertising company in the world, although their growth has been surrounded by a fair amount of controversy over business practices, leadership decisions, acquisition strategies, and buyouts. The Clear Channel story is one about chance and circumstance, opportunity and diligence. This is the only corporate history of Clear Channel that is authorized by the company and includes exclusive interviews with top-level executives. It's a story of vision and foresight, the willingness to take a calculated risk on the unknown, of fiscal prudence, vibrant leadership, and at times, an almost breathtaking capacity to influence the dynamics of the media marketplace. Most importantly, it is the story of the entrepreneurial spirit and business acumen of the people who have helped make Clear Channel the media giant that it is today.

"Told accurately." Wall Street Journal