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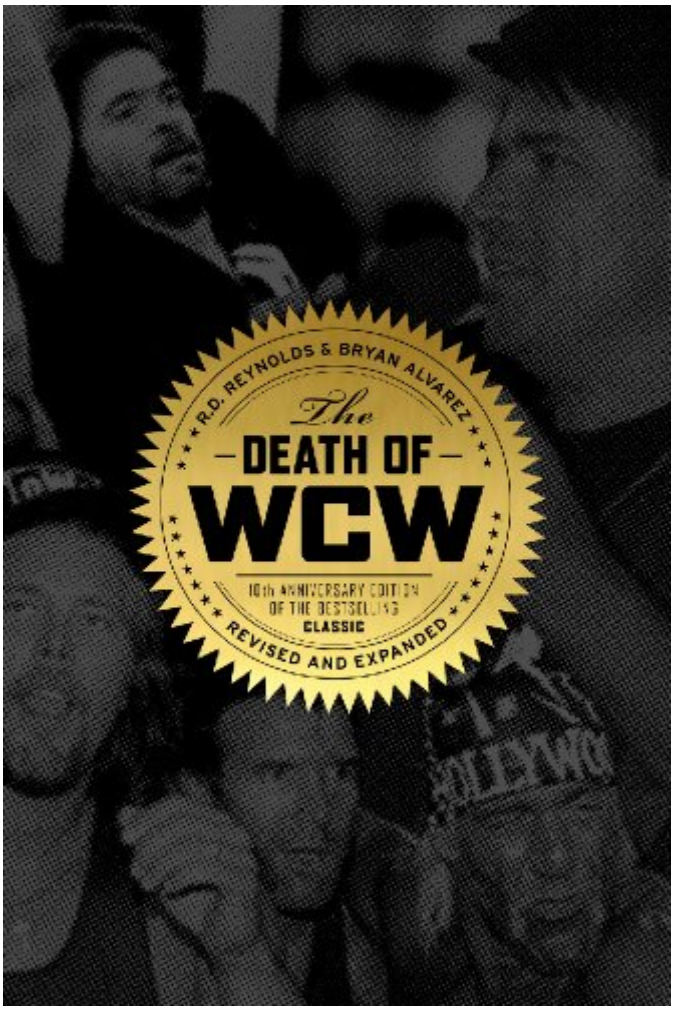
Death Of WCW, The



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Synopsis

What went wrong with WCW?In 1997, World Championship Wrestling was on top. It was the number-one pro wrestling company in the world, and the highest-rated show on cable television. Each week, fans tuned in to Monday Nitro, flocked to sold-out arenas, and carried home truckloads of WCW merchandise. Sting, Bill Goldberg, and the New World Order were household names. Superstars like Dennis Rodman and KISS jumped on the WCW bandwagon. It seemed the company could do no wrong.But by 2001, however, everything had bottomed out. The company Ã¢â ¬â • having lost a whopping 95% of its audience Ã¢â ¬â • was sold for next to nothing to Vince McMahon and World Wrestling Entertainment. WCW was laid to rest.How could the company lose its audience so quickly? Who was responsible for shows so horrible that fans fled in horror? What the hell happened to cause the death of one of the largest wrestling companies in the world? The Death of World Championship Wrestling is the first book to take readers through a detailed dissection of WCWÃ¢â ¬â„¢s downfall.

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Customer Reviews

In this update of the Death Of WCW, which has about double the pages of the original book, many

things are covered that weren't in the original such as various angles that weren't covered the first book such as the Black Scorpian angle, the monster truck battle between Big Show and Hulk Hogan, and several more and they all have a common theme, they make absolutely no sense, a WCW tradition.A real eye opener was Jim Herds comments. Herd, who famously fired Ric Flair in the summer of 1991 following failed contract negotiations, basically admits that firing Flair was a huge mistake and that he was the best performer in the entire company by far. It's amazing what hindsight does to people.Moving on, the book has new asides. These are titled Lesson Not Learned in which mistakes by WCW are stunningly repeated by the WWE and in some cases TNA in the coming years, long after the company dies. The staggering details of Hulk Hogan 's first WCW contract are also revealed.Lance Storm also talks about his first night in the WWE which is a good read.It's too bad Vince Russo was not interviewed for this book. I would have loved to hear his side of things as he's portrayed as a clueless baffoon throughout the first and second versions of the book. Jim Cornette, a sworn enemy of Russo, rips him for his lack of understanding of psychology in wrestling. Psychology in wrestling is extremely important so it's easy to see why Russo struggled so much in WCW as nothing he came up with made any sense.A key thing that was eliminated in this version was Bischoffs role in creating the confusing Team Challenge Series in the AWA. It was long accepted as fact but Bischoff said he had nothing to do with in his book and there's nothing else to back up the claim so out it went.At the end of the book is a long list, though I swear it's only a partial list of the general idiocy in TNA, with many mistakes eerily similar of the mistakes WCW made.Anyway it's definitely worth the money even though it's largely the same book.

I've been a wrestling fan for a while, and I remember the Monday Night Wars.This book was an interesting peek behind the scenes of the WCW. At times, it was hilarious. At times, it was tragic. At all times, however, the book was fun to read.

A very easy and well structured read. The authors, for the most part, try not to speculate on the faults of WCW as a company, but rather present facts and historical examples of the business where WCW management didn't learn. This leads a reader to consider how a business is impacted, not just a wrestling business, by faulty management.While the authors most likely don't have business degree backgrounds (and why they probably didn't elaborate more on business theory) the book can be a good teaching tool for any company executive. With a small understanding of the inner workings of pro-wrestling, the book allows the reader to see how mismanagement of talent/employees, lack of cash reserve, short term v long term objectives, and failure to understand

a customer base can ruin one's business at a rapid pace.Ultimately you see that a company who adopts a #1 or None mindset will eventually achieve the later part of that goal. To see how management could take a guaranteed successful property for several decades to come, provided the show minimal fiscal responsibility, and disregard that responsibility at ever opportunity, serves to remind how fast a fun thing like WCW can turn to tragedy.For a wrestling fan, this book is the ultimate recap of found memories and what could have been. So many sport books and documentaries focus on athletes that never lived up to potential. WCW is the ultimate example of this. No former #1 draft pick, All American, Collegiate Player of the Year who busted in pros can match how WCW went from being the most dominate name in the industry to the industry's biggest joke.

I read the first one a while ago. This time around, it's even better, chock full of more stories and quotes. It's been a while since I've read a book that I can't put down, but "The Death of WCW" 10th anniversary edition is one of those books. If you are a wrestling fan, and want the reasons why WCW died, get this book. If you are in the pro wrestling industry, and you want a blueprint on how to mess up a wrestling company (so you don't repeat the same mistakes, naturally), get this book.

I had a fun time with this book. It's the first time I read it, so I have no comparison with the original version. Mostly, it's an entertaining yarn told from an outsider's perspective of WCW with stories and quotes from famous names in wrestling to add spice. For the most part, I enjoyed the stories and reading about some of WCW's more confusing exploits.On the other hand, I often had a hard time with the tone of the book. The constant schadenfreude and air of "knowitalism" (thanks Simpsons) can weigh these fun and strange cautionary tales down. At times, it feels less like an examination of WCW and more like an extended accusation. The writers seem to assume they know what would have been best for WCW and other current wrestling promotions.Overall, I thought the book was quite a funny read and would recommend to any wrestling fan interested in hearing all about WCW.

If you're a fan of wrestling you'll enjoy this book. While very gritty and the overall sad nature of the book(at my wrestling peak I was probably 60/40 WCW to WWF for a wee bit there), that's why we're all buying the book. We want the realest details as to what went down with a spectacular company. Whether you were a fan of the WCW or not you have to admit that the flashes of ingenuity and the roster that they wielded was some of the best and truly urged on a great period for wrestling. While reading I, the kid in me was saying, " I TOTALLY remember that"...and now adult me is saying

"....what the hell were they thinking man???" A great great read. I burned through it immediately...couldn't put it down. The publishers are great too they'll even supply you with a free copy of the eBook with verification of purchase.

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