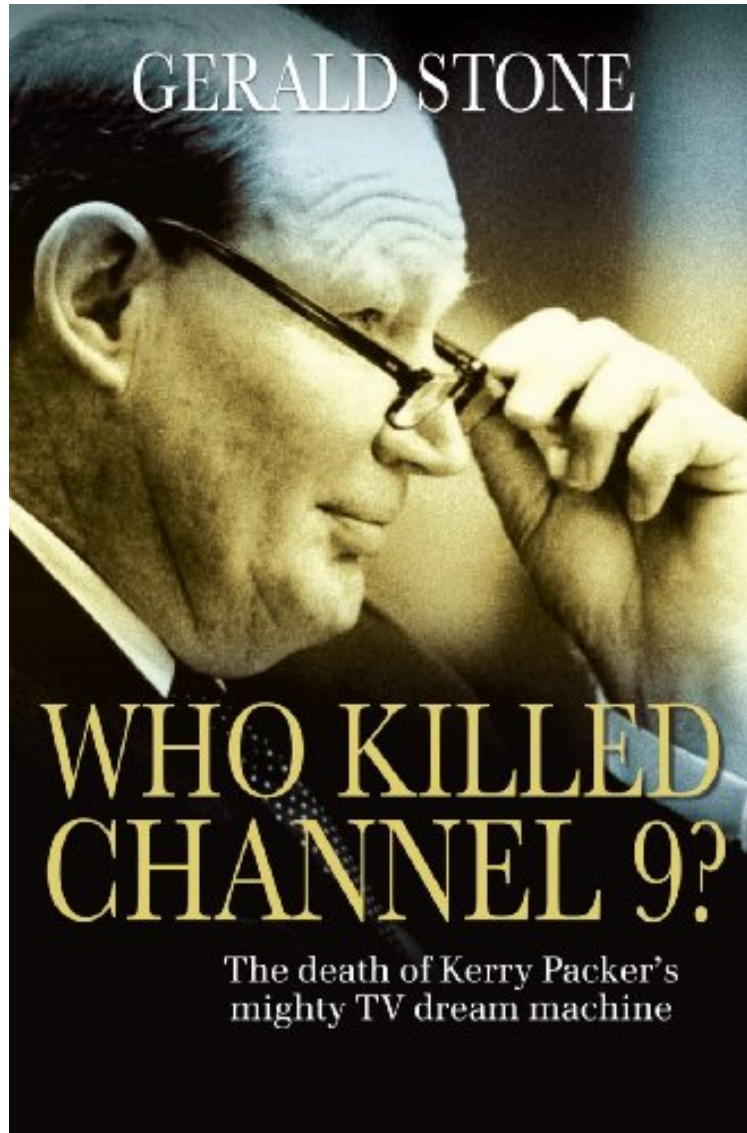


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Who Killed Channel 9?

Gerald Stone

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Gerald Stone : Who Killed Channel 9? before purchasing it in order to gauge whether or not it would be worth my time, and all praised Who Killed Channel 9?:

"They stuffed the place up." That was the phrase Kerry Packer used in a lament shared with one of his most trusted advisers - his own succinct epitaph for the old Channel 9 spoken shortly before his death. Who "they" were and what they did to warrant their boss' stinging disapproval is precisely what this book is about. This is a book about the media

like no other. How exactly do you kill a TV network that for three decades dominated the Australian television and media landscape? With Kerry Packer at the helm, and with a host of stars and personalities that made it the envy of its rivals, Channel 9 dominated the airwaves, consistently winning the ratings battle and fostering a unique esprit de corps within its ranks. But in a few short years, it's gone from top dog to also ran - with rock bottom morale, mass redundancies and a resurgent opposition mainly staffed with vengeful former Nine management. Where does the blame lie, and who's brave enough to expose the dysfunction, mismanagement and more than occasional act of bastardry that reads as a how-to of how not to run a business? In this extraordinary book, Gerald Stone gives a truly eye-opening inside account of the death of a television network. The result is a drama far more riveting than anything on television, played out by an incredible cast of characters, most of them household names, some of them business legends, and all of them as you've never, ever seen them before.