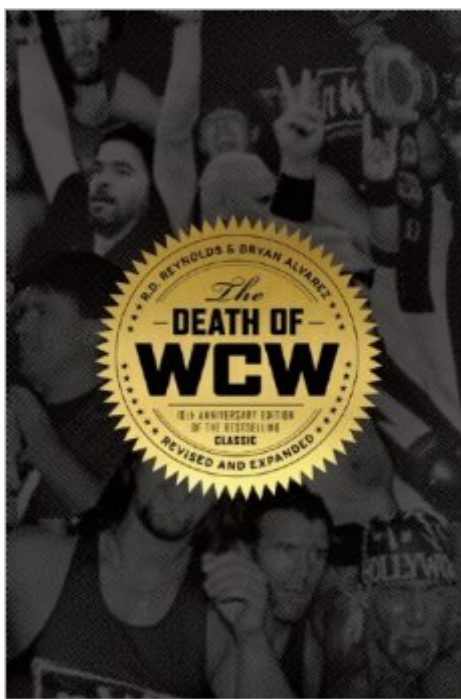


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# The Death Of WCW



## Synopsis

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. It seemed the company could do no wrong. But by 2001, however, everything had bottomed out. The company—having lost a whopping 95% of its audience—was sold for next to nothing to Vince McMahon and World Wrestling Entertainment. WCW was laid to rest. What went wrong? This expanded and updated version of the bestselling *Death of WCW* takes readers through a detailed dissection of WCW's downfall, including even more commentary from the men who were there and serves as an object lesson—and dire warning—as WWE and TNA hurtle toward the 15th anniversary of WCW's demise.

## Book Information

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## Customer Reviews

Synopsis: RD Reynolds and Brian Alvarez put together the gripping account of how the National Wrestling Alliance, Jim Crockett Promotions, and Ted Turner managed to give birth to World Championship Wrestling in an effort to carve out a national promotion which could compete against World Wrestling Entertainment (the Federation.) The book details the rise of a young wrestling professional, Eric Bischoff, who went from being a third-string announcer to the mastermind behind one of the most popular storylines in wrestling today. However, the book also chronicles the ill-effects of cronyism, nepotism, mismanagement, wasteful practices, and lack of proper planning

that the organization suffered - leading to its eventual demise. With the 10th Anniversary of the book released, articles have been updated and expanded to include consequences that are still felt today, as well as missed (or gained) opportunities to correct past mistakes. Much like the original Death of WCW, this book remains a gripping account of all the drama that took place behind the scenes and how it affected what everyone saw in the ring. If you're thinking this was simply a re-release with some new pictures, however, think again. Though much of the original story prevails, additional comments were spliced into the text from those involved (some identified, some anonymous) who decided to sound off now that most of what happened is out in the open.

The Death of WCW is a mean-spirited book. This is the biggest problem with it. It's informative, sometimes hilarious, but fundamentally filled with a contempt for the sequence of events which led to the fall of Turner Broadcasting's wrestling promotion. Admittedly, reading through the book, it's not hard to see why the authors felt this way. Essentially, The Death of WCW is a book chronicling the rise and fall of World Championship Wrestling. Created by Ted Turner as an alternative to the World Wrestling Federation, it was the successor organization to the in-decline National Wrestling Federation. Ted Turner was already a very rich man with his own network when he noticed no one was watching the latter. He proceeded to start airing The Andy Griffith Show every day and wrestling, which created an audience for his programming. A very Southern audience to say the least. The book follows the rise of Eric Bischoff, mid-level announcer, to the head of the company and how he used Ted Turner's billions to poach the top-talent of the WWF. Talent which had their heyday in the Eighties but which had been overlooked since then like Macho Man Randy Savage, Hulk Hogan, Ted Dibiase, and others. He also managed to get Kevin Nash (Diesel) and Scott Hall (Razor Ramone), two individuals who had received a great deal of attention from the WWF but smelled money in the WCW. They became extraordinarily successful in their new promotion before a combination of poor contracts, poor decisions, horrible wrestling, and outright bizarre angles resulted in the collapse of the company. The WCW went from being a ratings juggernaut to being almost unwatched.

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