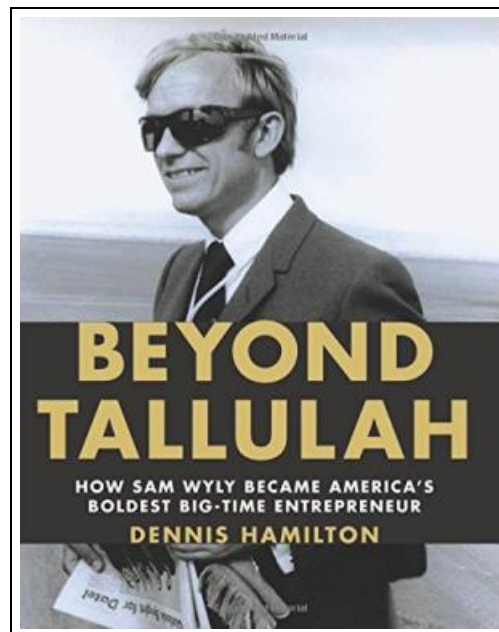


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Melcher Media, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. Beyond Tallulah, the illustrated biography of Sam Wyly, the most versatile big-company entrepreneur in American history, tells one of the most compelling untold business stories of our time. Wyly has built 10 companies in nine different industries with 500 million- or billion-dollar valuations. He s the reason that Bonanza Steakhouse, Michaels Arts Crafts and Green Mountain Energy are household names today. And his achievements serve as a valuable point of reference for today s generation of recession-fighting Start-up Whiz Kids. After a mercurial rise through the early computer industry in Texas, Wyly founded a data transmission company (DATRAN) with the dream of building a network of microwave towers that would enable computers to talk to each other wirelessly--20 years before the World Wide Web existed. What happened next is a case study of high-wire business dealings that speaks to the core values of American enterprise. Wyly s dealings with entrenched interests foreshadow the tough questions faced by today s readership about the proper roles of government and business in rebuilding the country. As Wyly struggled to recover from disastrous setbacks, he never stopped asking, What s next? With exclusive access to Wyly and original interviews of more than one hundred of his colleagues and family members, biographer Dennis Hamilton draws an energetic and fast-paced portrait of a business career that soared high, courted disaster and carved a memorable path through five decades. In the end, this story of an American titan of industry is made distinctive--and memorable--through the details readers learn about Wyly s deft, sure-handed approach to deal making and a seeming sixth sense for the ebbs and flows of the financial market. In Beyond Tallulah, we watch Wyly journey from small-town high school football...

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