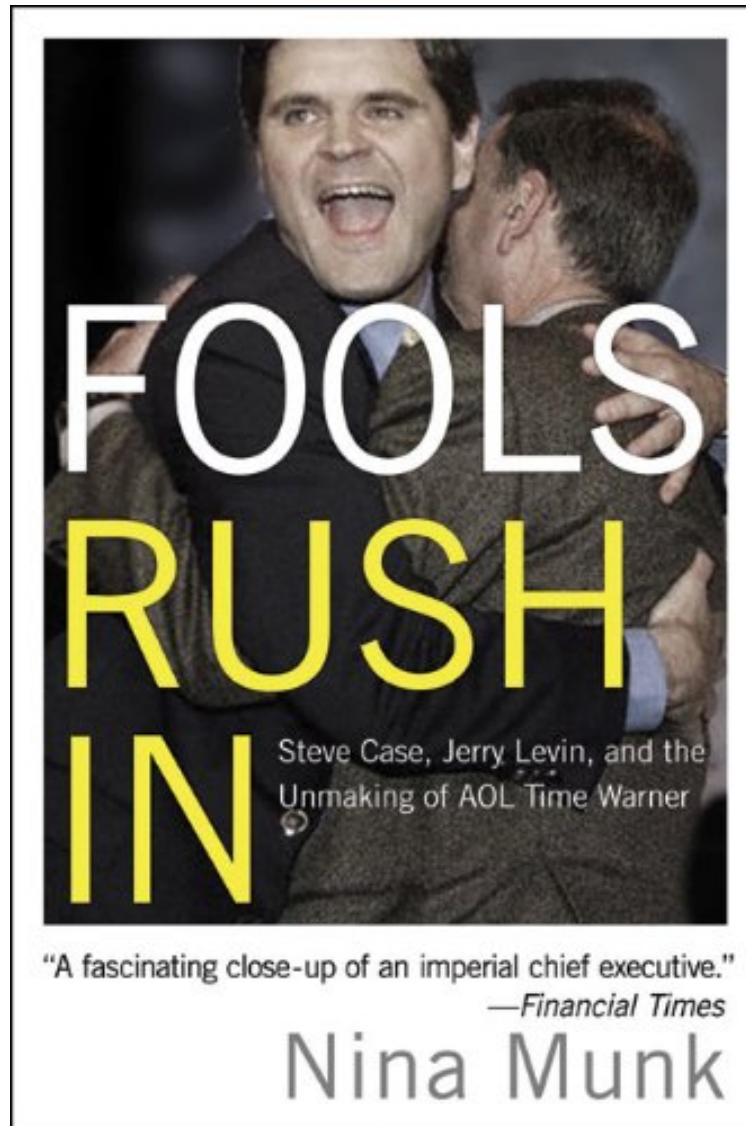


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Fools Rush In: Steve Case, Jerry Levin, and the Unmaking of AOL Time Warner

Nina Munk

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0 of 0 people found the following review helpful. Excellent portrait of big deals and executive decision making By Reid Wegner Very exciting read, but does not feel exaggerated or dramatized. Author is quite candid with facts, references, and context. The story is just wild as-is, the players are naturally quite strong, and Munk does an expert job

of weaving everything together into a dynamic narrative. It is both a fun book to read and an excellent insight into how these big deals get put together, how executive decision making works, etc. Very valuable book.0 of 0 people found the following review helpful. Good understanding of going all in and not caring of the out comeBy ReaperPretty good read. The book starts a bit slow and I tend to think there is too much back story about that about a bunch of bit players. Do you want to know why AOL Time Warner died then buy this book. On a side note (for all you WCW fans) this book gives a bit of information why Americas biggest Wrestling program (at that time) started going belly up.0 of 0 people found the following review helpful. InsightfulBy Christopher RinerGreat insight into how to look at companies and mergers and how they affect the stock market and the economy

Every era has its merger; every era has its story. For the New Media age it was an even bigger disaster: the AOL-Time Warner deal. At the time AOL and Time Warner were considered a matchless combination of old media content and new media distribution. But very soon after the deal was announced things started to go badmdash;and then from bad to worse. Less than four years after the deal was announced, every significant figure in the deal -save the politically astute Richard Parsonsmdash;has left the company, along with scores of others. Nearly a \$100 billion was written off and a stock that once traded at \$100 now trades near \$10.What happened? Where did it all go wrong? In this deeply sourced and deftly written book, Nina Munk gives us a window into the minds of two of the oddest men to ever run billion-dollar empires. Steve Case, the boy wonder who built AOL one free floppy disk at a time, was searching for a way out of the New Economy.nbsp; Meanwhile Jerry Levin, who'd made his reputation as a visionary when he put HBO on satellite distribution, was searching for a monumental deal. These two men, more interested in their place in history than their personal fortunes, each thought they were out-smarting the other.