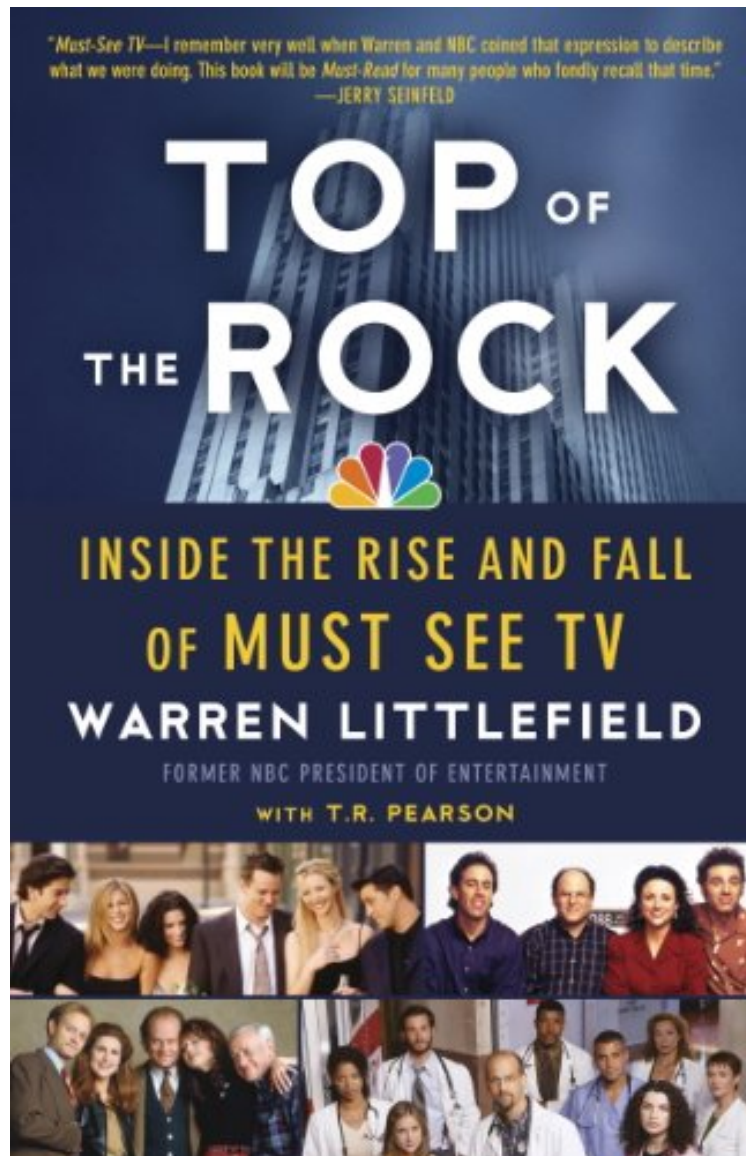


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Top of the Rock: Inside the Rise and Fall of Must See TV

Warren Littlefield

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Warren Littlefield : **Top of the Rock: Inside the Rise and Fall of Must See TV** before purchasing it in order to gage whether or not it would be worth my time, and all praised Top of the Rock: Inside the Rise and Fall of Must See TV:

1 of 1 people found the following review helpful. This is Thursday night drama @ 10pm... how meta!By genhectorVery juicy. Slow start but ramps up quickly. I tend to favor magazines like Fast Company so I suppose it makes sense that once I fully bought in, I couldn't read through it fast enough. The fact that this is not an autobiography is refreshing as it lacks any of the one sided biases associated with a singular point of view. Instead,

you're treated to the collective perspective of those who were simultaneously in the trenches as well as top of their food chain. These movers, shakers creators have poured so much passion into their projects expended a tremendous amount of energy fighting battles that the emotions are palpable (usually boiled down to a concentrated form of fear, anger or joy). It felt as if these titans allowed me to be a fly on the wall during their intimate round table discussion. So much so that upon finishing the book, I actually felt privileged to be allowed into their world during this period in time wanted to thank each everyone of them. 18 of 19 people found the following review helpful. Some Interesting Anecdotes, But Ultimately Unsatisfying By Lee Goldberg The book isn't so much written as it is transcribed... a collection of raw excerpts, snippets really, from interviews conducted with the key actors, writers, producers, agents, schedulers, and lawyers behind NBC's 1990s hits... and, of course, quotes from Littlefield himself. He and co-author T.R. Pearson are going for the feel of an oral history, but it comes off as disjointed and scattershot. There are some interesting facts and anecdotes revealed along the way, but much of the book felt like an excuse for Littlefield to settle a couple of old scores. Way too much of the book involves Littlefield and his former subordinates trashing Kelsey Grammer (described as a difficult actor with bad judgment and a substance abuse problem) and NBC president Don Ohlmeyer (depicting him as a boorish drunk with no creative instincts who contributed nothing to the success of the network's schedule) and touting his creative brilliance. It may all be true, but it still felt like sour grapes and became very tiresome. All in all, it's worth reading if you're student of TV history, but it's not a very good book... not nearly as fascinating, revealing or well written as Season Finale: The Unexpected Rise and Fall of the WB and UPN, Susanne Daniels' recent memoir of programming the WB, which later merged with its rival UPN to create the CW, a book I highly recommend. 0 of 0 people found the following review helpful. I enjoyed this book By A Customer Top of The Rock: Inside the Rise/Fall of "Must See TV" written by Warren Littlefield. I enjoyed this book, written by the ex head of NBC programming, Warren Littlefield. The title of the book details when NBC was the #1 network in the 80's. The book goes into detail how NBC's powerhouse Thurs night shows e.g "Seinfeld, Cheers, Family Ties, Hill St. Blues" all became hits. It was interesting reading the actors/writers/producers account how the shows made it from pilots to the primetime schedule. Its a fast paced book, I recommend it. Sue Adams

Seinfeld, Friends, Frasier, ER, Cheers, Law Order, Will Grace... Here is the funny, splashy, irresistible insiders' account of the greatest era in television history -- told by the actors, writers, directors, producers, and the network executives who made it happen... and watched it all fall apart. Warren Littlefield was the NBC President of Entertainment who oversaw the Peacock Network's rise from also-ran to a division that generated a billion dollars in profits. In this fast-paced and exceptionally entertaining oral history, Littlefield and NBC luminaries including Jerry Seinfeld, Jason Alexander, Kelsey Grammer, Matt LeBlanc, Lisa Kudrow, Julianna Margulies, Anthony Edwards, Noah Wylie, Debra Messing, Jack Welch, Jimmy Burrows, Helen Hunt, and Dick Wolf vividly recapture the incredible era of Must See TV. From 1993 through 1998, NBC exploded every conventional notion of what a broadcast network could accomplish with the greatest prime-time line-up in television history. On Thursday nights, a cavalcade of groundbreaking comedies and dramas streamed into homes, attracting a staggering 75 million viewers and generating more revenue than all other six nights of programming combined. The road to success, however, was a rocky one. How do you turn a show like Seinfeld, one of the lowest testing pilots of all time, into a hit when the network overlords are constantly warring, or worse, drowning in a bottle of vodka? Top of the Rock is an addictively readable account of the risky business decisions, creative passion, and leaps of faith that made Must See TV possible. Chock full of delicious behind-the-scenes anecdotes that run the gamut from hilarious casting and programming ploys to petty jealousies and drug interventions, you're in for a juicy, unputdownable read.