



## A Passion to Win

*Sumner Redstone, Peter Knobler*

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**A Passion to Win** Sumner Redstone, Peter Knobler

A titan of modern media, Viacom Chairman and CEO Sumner Redstone reveals how he battled his way to become the head of one of the world's greatest media empires, and the richest man in entertainment.

In this most fascinating business autobiography, Sumner Redstone tells the unvarnished story of how he overcame every obstacle to build a vast media and entertainment engine that includes Paramount Pictures, MTV, Nickelodeon, Blockbuster, Simon & Schuster, and CBS. A larger-than-life figure in the grand tradition of the Hearsts, Paleys, and Pulitzers, Redstone was voted by 600 corporate executives as the #1 most inspiring CEO.

*A Passion to Win* offers a riveting look behind the scenes at the highly charged negotiations that won Redstone both Viacom and Paramount. In a world of high-visibility corporate battles, Redstone pulls no punches. This is the audiobook that tells the listener what it takes to win.

Behind it all is the same iron will that helped Redstone survive a deadly fire at Boston's Copley Plaza Hotel by clinging with one hand to a third-story ledge before being rescued - with burns so severe over nearly half his body that doctors feared he would die.

Never before has Sumner Redstone revealed himself so candidly - and with the assistance of writer Peter Knobler - he has written an inspirational life story.

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