



## When My Boss Calls, Get the Name (Paperback)

By Howard Berk

iUniverse, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In his business memoir, When My Boss Calls, Get the Name, Howard Berk shares the excitement of surviving and thriving in a corporate world transformed by takeovers, leveraged buyouts, mergers, and acquisitions. With warmth and insight, he depicts the differing styles of the high-profile executives he reported to as they went through the constantly revolving door of management, and he reflects on what he learned from them. Follow the author's evolving career in the broadcasting industry, from the early days of radio to cable television and new media. See the vice president in charge of everything become a key participant in the 1973 modernization of Yankee Stadium, which kept the franchise in New York. Watch him help develop licensing and merchandising for the highly competitive and volatile business end of sports and entertainment. At the same time, enjoy his humorous anecdotes about the famous and glamorous figures he met along the way, including Thomas Mitchell, Samuel Goldwyn, Jack Benny, Mickey Mantle, Jackie Gleason, and a host of Miss Americas.



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