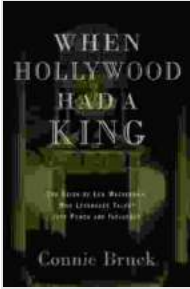


The Reign of Lew Wasserman: Leveraging Talent into Power and Influence



When Hollywood Had a King: The Reign of Lew Wasserman, Who Leveraged Talent into Power and Influence by Connie Bruck

★★★★☆ 4.5 out of 5



Language	: English
File size	: 2973 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 528 pages



Lew Wasserman was one of the most powerful men in Hollywood history. As the head of the talent agency MCA, he represented some of the biggest stars in the world, including Marilyn Monroe, Audrey Hepburn, and Frank Sinatra. He also played a key role in the development of Universal Studios, one of the most successful film studios in history.

Wasserman was born in Cleveland, Ohio, in 1913. He started his career as a talent agent in the mid-1930s, and quickly rose through the ranks. In 1946, he became the head of MCA, and he held that position for more than 40 years.

During his time at MCA, Wasserman represented a who's who of Hollywood stars. He was known for his aggressive negotiating tactics, and he often got his clients the best possible deals. He also had a keen eye for talent, and he was responsible for discovering some of the biggest stars in the world.

In addition to his work as a talent agent, Wasserman also played a key role in the development of Universal Studios. In 1958, he helped MCA acquire Universal, and he served as the studio's president for more than 20 years.

During his time at Universal, Wasserman oversaw the production of some of the most successful films in history, including "Jaws," "E.T. the Extra-Terrestrial," and "Jurassic Park." He also helped to develop Universal's theme parks, which are some of the most popular tourist destinations in the world.

Wasserman was a complex and controversial figure. He was known for his ruthless business tactics, and he was often accused of being more interested in power than in his clients' interests. However, there is no doubt that he was one of the most powerful men in Hollywood history.

Wasserman died in 2002 at the age of 89. He left behind a legacy of power and influence that continues to shape the entertainment industry today.

Wasserman's Legacy

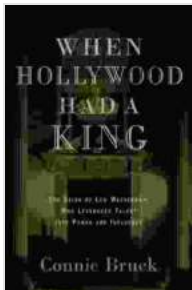
Wasserman's legacy is complex and multifaceted. He was a powerful and successful businessman who helped to shape the Hollywood landscape. However, he was also a ruthless and controversial figure who was often accused of putting his own interests ahead of his clients'.

Despite the controversy, there is no doubt that Wasserman was one of the most influential figures in Hollywood history. He helped to launch the careers of some of the biggest stars in the world, and he played a key role in the development of Universal Studios. His legacy will continue to be debated for many years to come.

Lew Wasserman was a powerful and influential figure in Hollywood for more than 40 years. He was a master of the talent game, and he used his clients' success to build his own power and influence. He was also a key

player in the development of Universal Studios, one of the most successful film studios in history.

Wasserman was a complex and controversial figure, but there is no doubt that he was one of the most powerful men in Hollywood history. His legacy will continue to be debated for many years to come.



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