



Impresario: The Life and Times of Ed Sullivan

James Maguire

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- Sullivan has nearly 100% name recognition among people 40 and older
- In a survey of the fifty most influential programs in the U.S., *TV Guide* ranked *The Ed Sullivan Show* #10
- Show still appears on PBS and on cable stations across the country
- Sixty million baby boomers grew up watching *The Ed Sullivan Show*

For more than twenty years, from 1948 to 1971, fifty-five million viewers watched *The Ed Sullivan Show* religiously every Sunday night. Everyone who was anyone appeared—the Beatles and Elvis, of course, and Woody Allen, Bill Cosby, and Elizabeth Taylor, plus public figures such as Fidel Castro, David Ben-Gurion, and Martin Luther King, Jr. More than thirty years later, the program remains a pop-culture icon. But despite Ed Sullivan's prominence, little was known about the private man...until now. **Impresario** reveals what the Sullivan viewers never saw: nasty, hot-tempered, craven, yet also capable of high ideals and, above all, hugely ambitious. At a time when Americans are looking back, The Ed Sullivan Show stands out as a shining example of television during the golden era. **Impresario** lets readers look behind the screen to see the man who made it happen.

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From reader reviews:

Alfredo Dunn:

Spent a free a chance to be fun activity to perform! A lot of people spent their leisure time with their family, or their very own friends. Usually they performing activity like watching television, about to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Will you something different to fill your free time/ holiday? Might be reading a book can be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to try look for book, may be the publication untitled Impresario: The Life and Times of Ed Sullivan can be great book to read. May be it might be best activity to you.

Jean Gaitan:

A lot of people always spent their particular free time to vacation as well as go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you read you can spent all day every day to reading a publication. The book Impresario: The Life and Times of Ed Sullivan it is rather good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. Should you did not have enough space to develop this book you can buy often the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not too expensive but this book features high quality.

Robert Long:

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Jamie Norman:

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