



Weather Channel: The Improbable Rise of a Media Phenomenon (Hardback)

By Frank Batten, Jeffrey L. Cruikshank

Harvard Business Review Press, United States, 2002. Hardback. Condition: New. Language: English . Brand New Book. Twenty years ago, who d have believed that millions of viewers would follow the twists and turns of storms developing across the globe with the rapt attention once reserved for thriller movies? And that a single television channel could simultaneously inform and entertain us, enrich our lives and, at times, help save them? This is the remarkable story of The Weather Channel, a cable network that succeeded when almost all the experts predicted it would fail. Told by one of the key figures in the network s success, former Chairman and CEO Frank Batten, this is at once a deeply personal account of high-stakes entrepreneurship and a fascinating case study of a media business both experiencing and driving major change. There are colorful personalities-from the on-camera meteorologists to the whiz kids recruited to help build the company s core technology. There are adventures and dramas-from the glitch-filled national launch that was saved by luck and a mysterious stranger to The Weather Channel s near-death experience as its owner, Landmark Communications, was poised to lose its entire \$31 million investment in the network. There are...



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