

Controversy Creates Cash (WWE)

The life story of Sting (Steve Borden), a world wrestling superstar, his quest for superstardom, a world gone terribly wrong, and a life-changing answer when he thought all hope was lost--P. [126].

Long before he became 'Hardcore Holly,' Robert Howard was a fighter. From humble beginnings to fame as an internationally known superstar, The Hardcore Truth tells the story of Bob's life including his 16 years working for Vince McMahon. In this rollercoaster tale of success and frustration, replete with missed opportunities, broken promises and a broken neck, Bob shares his uncompromising views on the present wrestling landscape with fascinating insights into the world leader in sports entertainment.

He's called the human highlight reel of professional wrestling. His high-flying acrobatics have thrilled fans on every continent. He's been crowned champion of the world's greatest wrestling promotions, from Mexico to the U.S. But he's never revealed the inside story of who he is. Until now. Wrestling fans know him as Rey Mysterio, an American luchador of unparalleled talent, the ultimate proof that good things come in small packages. Now for the first time, Rey adds the personal side to the story:
• How he had to fight to get a tryout in the ring
• Who he was before Rey Misterio Jr. -- and even before Colibri, usually noted as his first identity
• What it was like to wrestle in Mexico -- from the bullrings to the riots
• How he fought plans for his unmasking in WCW -- and why he wishes he hadn't succeeded
• The inside story of the 619, the West Coast Pop, and his other signature moves
• The impact of Eddie Guerrero on his career in WWE
• The personal struggle that cost him ring time in 2008 but ultimately made him a stronger man
• His real passion in life as husband and father
In Rey Mysterio: Behind the Mask, Rey talks candidly about his twenty-plus-year career, from the days of sneaking into bars as a fourteen-year-old to his most recent showdowns in WWE. He speaks of the emotional moments in the ring with his uncle Rey Misterio, and the dark days when he went under the knife to repair his damaged knee. Along the way, Mysterio introduces American audiences to the mysteries of lucha libre, the high-flying, anything-goes Mexican wrestling style that he has done so much to popularize in the U.S. He also talks about the debts he owes to wrestlers such as Konnan, known as the Mexican Hulk Hogan, and dishes some behind-the-scenes dirt on the collapse of WCW at the height of the Monday Night Wars. Mysterio talks tenderly -- but realistically -- of his friend Eddie Guerrero, providing a well-rounded picture of one of the most beloved wrestling figures of recent history. He also details his march toward the Heavyweight Championship, and his mastery of the WWE Triple Crown -- a feat that placed him in an elite group for all time. Behind the Mask is the intimate portrait of one of wrestling's all-time greats, a story wrestling fans of all ages won't want to miss.

Bobby Heenan tells the story of his life and career, from his early days spent wrestling bears in Canada, to a successful career in professional wrestling and his life as a devoted family man.

Moment of Truth

Dusty

Memoir of a Pro Wrestling Extremist

Triple H Making the Game

The Three Count

Death of WCW, The

How Big Oil Bought the Harding White House and Tried to Steal the Country

On 14 January 2003 Steve Austin was voted the best professional wrestler of the last ten years in a WWE fan poll. In addition to the WWE he has wrestled in the ECW, the WCW and WWF. He has been known as The Ring Master, Superstar Steve Austin, Stunning Steve Austin and now Stone Cold Steve Austin. He has held the tag team belt in WCW and WWF, the Million Dollar Belt and the Intercontinental Championship in WWF. He won the 1996 King of the Ring, the 1997 Royal Rumble and the Larry Flynt Freedom of Speech Slammy. Steve Austin is by far the best and most exciting wrestler today. A notoriously private man, this is the book his fans have been waiting for: his own personal story, told in full for the first time.

A rare glimpse not only into the life of a professional wrestler, but the life of a gay man in a straight world, this tragic memoir is told in Chris Kanyon's own words, with the help of journalist Ryan Clark. One of the most popular wrestlers of the late 1990s, Kanyon kept his personal life private from his fans until finally revealing his biggest secret in 2004: he was gay. Going through the various roles that Kanyon played, both in the ring and out of it, as well as his battle with manic depression, this book explores the factors that led to his suicide in 2010. In his voice and the way he wanted it told, these are Kanyon's last words about his experience rising through the ranks to the top of the professional wrestling world while keeping his sexuality hidden.

The creator of World Championship Wrestling tells the story of the rise and fall of his organization in its head-to-head, no-holds-barred ratings war with WWE ("Nitro" vs. "Raw"), and how he helped shape the sports entertainment industry into the billiond

One of the most inspiring stories in wrestling history, Cheating Death, Stealing Life sees Eddie Guerrero recount his saga in remarkably candid fashion, chronicling a life of heartbreaks and painful personal struggles in frank, graphic detail. Guerrero was born into Mexico's first family of sports entertainment, and his life story spans three generations of the wrestling business. His father, Gory Guerrero, was among the greatest legends of lucha libre—Mexican wrestling. Before Eddie was twenty, he was competing in the border town of Juarez, going on to work throughout Mexico. The family name made him an instant sensation but also cast a large shadow from which he would spend years trying to emerge. Paired with the late Art Barr, Guerrero cofounded what became the most hated—and popular—tag team in lucha libre, the infamous Los Gringos Locos. Cheating Death, Stealing Life offers a no-holds-barred glimpse behind the curtain into the secret world of wrestling, from the harsh realities of a lifetime spent in hotels and rental cars, to the politics that permeate the dressing room. Of course, tight-knit friendships are also forged. Guerrero tells of his personal bonds with such Superstars as Chris Benoit and Dean Malenko. It's also the story of Guerrero's private struggle, of a son caught in the shadow of a larger-than-life father and three older brothers, of a marriage that reached the brink of disintegration before being reborn as a more powerful and fulfilling relationship. Throughout, Eddie Guerrero pulls no punches describing his battles with self-doubt and inner darkness. In the end, Cheating Death, Stealing Life is a story of great courage and personal redemption, of Guerrero's bravery in facing his disease and fighting to become a better man in every light.

Sting

Brody

Big Apple Takedown

Reflections of Wrestling's American Dream

The Stone Cold Truth

Sex, Lies, and Headlocks

The Legacy of Ric Flair and the Rise of Charlotte

Chris Jericho is the first undisputed Heavyweight Champion of the WWE and WCW, and has been called one of the fifty greatest wrestlers of all time. Now retired, he is writing his memoir, telling the story of his journey from wrestling school in Canada to his time in leagues in Mexico and Japan to his big break in the WCW. He'll dish the dirt on how he worked his way through the ranks alongside major wrestling stars like Chris Benoit and Lance Storm to become a major superstar.

The Olympic gold medal winner and VWF champion chronicles his rise to the top, including his defeat of The Rock in 2000.

A novel based on the life of Kane, one of the most enigmatic characters in WWE history, describes the shocking past of the reclusive superstar, including his troubled youth, including the tragedy that claimed his mother’s life and the accident that killed one of his few friends, as well his relationship with his half-brother, Undertaker. Original.

Tam McGraw was one of the most feared gangsters in Glasgow. Before his death from natural causes in July 2007, he had built up a huge crime empire which stretched from Glasgow to the Canaries. Before he died, few would talk openly about The Licensee. But now his incredible, untold story can finally be revealed.McGraw was a ruthlessly efficient gangster who built a crime empire based on fear and cunning, violence and drugs. They called him The Licensee - but not because of the pub he owned. Street players knew what it meant - Licensed to Commit Crime. Through their eyes, Reg McKay now tells the real story of Tam McGraw.Real stories about the time he cheated The Godfather, risking his life to end a dynasty. How McGraw was behind the UK's biggest coke heist and who paid the price. Who killed the six Doyles. Why the BarL Team was never caught even with M15 on their case. Armed jail breakouts - who arranged them, who grassed them. Hit contracts, backstabblings, trading guns and bodies sacrificed. New tales and true tales of greed and betrayal. Vendettas and scores to settle with everyone from The Godfather, The Devil, M Family, Specky and Paul Ferris.McGraw did all that and much more yet was never caught. Why? He was The Licensee. Licensed to Commit Crime.

The Incredible Untold Story of Tam 'The Licensee' McGraw

10th Anniversary Edition of the Bestselling Classic - Revised and Expanded

The Eddie Guerrero Story

NITRO: the Incredible Rise and Inevitable Collapse of Ted Turner's WCW

Hardcore Diaries

Break the System, Live with Purpose, Be More Successful

The Shawn Michaels Story

Adam Copeland on Edge is more than an autobiography. It's what the author himself describes as "a mental picture" that he has long wanted to paint for the reader. It's also a dream—"one of many"—that he decided to realize while at home convalescing from potential career-ending neck surgery. And it's a journey that explores not only his life but also his innermost thoughts. Despite growing up with "a lot less materially than other people" in the small town of Orangeville, Ontario, Copeland recalls his formative years fondly. He remembers a loving mother who, while working multiple jobs just to pay the rent, nurtured her son's passion for Spider-Man comics and KISS albums. He also recalls the family tragedy that created a void in his life at nine years of age, and how that void was soon filled by the yellow-and-red-clad form of wrestling legend Hulk Hogan, whose intensity and personality "made me feel like I could accomplish anything."

With vivid detail and sincerity, Copeland offers his thoughts about not only fulfilling his goals but also building upon them. While revisiting his greatest matches, he shares his actual surprise over winning the Intercontinental title for the first time; the anxiety he felt while splitting up with Christian and establishing a solo career; his eventual determination "to grab the damn ball out of someone's hands and take off" on SmackDown!; the distress of almost losing his long blond hair to Kurt Angle; his wonder over enjoying a brief Tag Team title reign with the icon who first inspired him; the simultaneous pain of a broken marriage and two ruptured discs in his neck; and the nervous energy of returning to Raw in March 2004 and setting his sights on the WWE World Heavyweight Championship.

As history repeats itself, a wrestling classic becomes even more relevant. In 1997, World Championship Wrestling was on top. It was the number-one pro wrestling company in the world, and the highest-rated show on cable television. Each week, fans tuned in to Monday Nitro, flocked to sold-out arenas, and carried home truckloads of WCW merchandise. It seemed the company could do no wrong. But by 2001, however, everything had bottomed out. The company - having lost a whopping 95% of its audience - was sold for next to nothing to Vince McMahon and World Wrestling Entertainment. WCW was laid to rest. What went wrong? This expanded and updated version of the bestselling Death of WCW takes readers through a detailed dissection of WCW's downfall, including even more commentary from the men who were there and serves as an object lesson - and dire warning - as WWE and TNA hurtle toward the 15th anniversary of WCW's demise.

In Foley Is Good, Mick Foley -- former Commissioner of the World Wrestling Federation, aka Cactus Jack, Dude Love, and Mankind -- picks up right where his smash #1 New York Times bestseller Have a Nice Day! left off, giving readers an inside look at the behind-the-scenes action in the Federation. With total honesty and riotous humor, Mick Foley shines a spotlight into some of the hidden corners of the World Wrestling Federation. From the ongoing controversy surrounding "backyard wrestling" to the real story behind his now-infamous "I Quit" match with The Rock, Foley covers all the bases in this hysterically funny roller-coaster ride of a memoir.

In this amazing and at times ribald story, Laton McCartney tells how Big Oil handpicked Warren G. Harding, an obscure Ohio senator, to serve as our twenty-third president. Harding and his "oil cabinet" made it possible for cronies to secure vast fuel reserves that had been set aside for use by the U.S. Navy. In exchange, the oilmen paid off senior government officials, bribed newspaper publishers, and covered the GOP campaign debt. When news of the scandal finally emerged, the consequences were disastrous. Drawing on contemporary records newly made available to McCartney, The Teapot Dome Scandal reveals a shocking, revelatory picture of just how far-reaching the affair was, how high the stakes, and how powerful the conspirators—all told in a dazzling narrative style.

How to Become the World Champion in 1,372 Easy Steps

My Life in Stripes As a WWE Referee

The Real Story ofVince McMahon and World Wrestling Entertainment

Journey Into Darkness

The Hardy Boyz

Rope Opera

The Hardcore Truth

December 2001: Vince McMahon steps out of a snowy night into a diner in upstate New York for a meeting with old friend Phil Thomson, now a highly placed government official. Thomson has a strange proposition: creating a new covert black-ops group using the Superstars of World Wrestling Entertainment. The WWE's talented men and women are perfect. Highly skilled athletes with the ideal cover, they travel all across the country and the globe; no one would find it unusual to find them in a town one day and gone the next. The government would train and support the wrestlers in every way possible except one: no one must know the truth. March 2006: The Superstars have been handed their latest assignment -- take down a commercial-grade methyl-amphetamine plant that is bankrolling terrorist activities in Europe. Their mission seems simple and straightforward, until a member of their team is taken prisoner. Now all that they've worked so hard for is in jeopardy, and one of their own might be killed...

For over two decades of pro wrestling, Dusty “the American Dream” Rhodes dominated the ring. Known for his jaw-dropping antics and bone-crunching skills, Rhodes became one of wrestling’s first superstars. In this riveting narrative, Rhodes chronicles his journey through an industry plagued with political infighting, greedy promoters, destructive personalities, multi-millionaires, and great leaders.

People around the world know Dave Batista as World Wrestling Entertainment's "the Animal," the rope-shaking, spine-busting World Heavyweight Champion, one of the most popular Superstars in recent years.The crowd turned Batista from heel to babyface after they were electrified by his awesome physique and physical wrestling style. Few fans, however, know that Batista didn't join the profession until he was thirty years old -- an age at which many wrestlers are thinking about hanging up their boots. Nor do most fans know the tremendous toll the climb to the top has taken on Batista's personal life. While successfully staying away from hard drugs and -- usually -- liquor, he found sex too tempting to resist. "Women were my drug of choice," the Animal confesses. That addiction cost him his marriage, destroying a relationship that had helped him climb from poverty to the pinnacle of sports entertainment in less than two years. Now, in Batista Unleashed, the WWE Superstar comes clean about the choices he made and the devastating effects they had on his family. He talks about the injury that stripped him of his title -- an injury he blames on Mark Henry's carelessness. While being sidelined cost Batista untold hundreds of thousands of dollars in lost income, it also set the stage for a tremendous comeback that cemented the Animal's reputation as a true champion. Batista talks about growing up in the worst part of Washington, D.C., where three murders occurred in his front yard before he was nine. He speaks lovingly about his mother -- a lesbian -- and how hard she worked to keep the family not just together but alive. He talks candidly about his own criminal past: a conviction on a drug charge and another, since overturned, on assault. He speaks of his days as a bouncer and a lifeguard, and tells how bodybuilding may have saved his life. Once he made it to the WWE, Batista realized he wasn't really ready for the big time. His career seemed headed for a fall until Fit Finlay took him under his wing. But his real education came when he joined Evolution and rode with Triple H and Ric Flair, two of sports entertainment's all-time greats. Batista talks about what they taught him, and details some of their wild times on the road. But the champ also reveals a kinder, gentler side. While his soft-spoken manner in the locker room has sometimes been misinterpreted as arrogance, in truth Batista's always been somewhat shy and quiet. Emotional by nature, he reveals for the first time that the tears fans saw at WrestleMania 21, when he won the World Heavyweight Championship for the first time, were very real. And he speaks movingly about his problems with his ex-wives and teenage daughters, and how it felt to become a grandfather. While his straight-shooting mouth has occasionally gotten him into trouble -- most notably in a backstage confrontation with Undertaker after some remarks about SmackDown! -- Batista is his own harshest critic. He explains his early limitations as a wrestler and the work he has done to overcome them. Interspersing his memoir with accounts from life on the road, Batista lightens the narrative with a surprising sense of humor. An Animal in the ring, he reveals himself as an honest and even humble man in everyday life.

Professional wrestler Triple H (Hunter Hearst Helmsley) shares the secrets of his fitness routines and explains how he conditions his body to get and stay in shape.

The Triumph and Tragedy of Wrestling's Rebel

Cheating Death, Stealing Life

Walking a Golden Mile

Forgiven

The Unauthorized History of Kane

Rey Mysterio

Undisputed

Highlights the triumphs and tragedies Jimmy Korderas experienced over his career as a WWE referee, sharing the experiences of being in the ring during Owen Hart's accident and about the effects of the Chris Benoit tragedy.

'The most unpredictable and charismatic grappler of all time' The brute that made brawling an art before the term "hardcore" was coined' The confrontational businessman who fought for every penny he felt he deserved' "Bruiser" Brody had no peers when it came to blood and guts, controversy and independence. Most wrestling promoters portrayed their top talent as exactly that kind of free-spirited, take-no-guff personality. They didn't mean it, though - which explains why so few would admit to respecting Brody even as they featured him time and again. So why did they give him work? Simple. "Bruiser" Brody delivered the goods in the ring and at the box office. In the 1970s and early 80s, Brody was one of the few performers, along with Hulk Hogan and Ric Flair, to be recognized as a

national star. With his fiery personality, Brody also conquered the international market. Nearly two decades after his murder in Puerto Rico, Brody: The Triumph and Tragedy of Wrestling’s Rebel delivers a complete portrait of Brody’s remarkable life. Co-authors Barbara Goodish, Brody’s widow, and Larry Matysik, a close friend, offer a first-time opportunity to truly understand one of the sport’s most complex and controversial human beings. Goodish’s account of her husband’s horrific murder and its aftermath is both heartbreaking and compelling, while Matysik’s insider knowledge of the business puts Brody’s place in wrestling history into perspective. With a foreword by WWE announcer Jim Ross, Brody offers readers the unvarnished truth about one of the greatest wrestling legends of all time.

Leon White grew up on the tough streets of Compton, before taking on the world. His impressive college football days led him to the NFL culminating at the Super Bowl. After reinventing himself, he debuted as a wrestler battling monsters like Bruiser Brody and Jerry Blackwell. Then, on a Japanese tour, he was given a new gimmick. As "Big Van Vader," he beat the undefeated Antonio Inokio for the IWGP title and had his eyeball literally pulled out of his skull by Stan Hansen, initiating his own legendary monster status. After winning titles around the world with every major promotion (wrestling names like Sting, Mick Foley, Ric Flair, and Hulk Hogan) this mastodon became "The Greatest Super Heavyweight of All Time," while also being a father. Read how his reign of terror continued even after getting an expiration date; a diagnosis of only "two years to live." This is the story of his life, and a legacy that will last forever. This is Vader Time.

You may have cheered him. You may have boed him out of the building. But until now, you’ve never really known "The Most Dangerous Man in Wrestling." For the first time, Jerome “New Jack” Young opens up about his rise to stardom in Extreme Championship Wrestling. From his crazed dives off balconies and scaffolds to his bloody weapons matches that trampled the line between reality and entertainment, this candid memoir reveals the man behind the infamy, with new disclosures about the Mass Transit incident, the brutal beat-down of Gypsy Joe, and the stabbing of a fellow wrestler in Florida. Beyond the gimmicks that united white supremacists and the NAACP against him, New Jack discusses his violent youth that nearly led him to a life of crime, his career as a bounty hunter, a near-fatal drug addiction, the last months of ECW, and his place in wrestling history.

Eric Bischoff

Wrestling’s Bad Boy Tells All

Official Autobiography: Scars, Silence, and Superglue

Adam Copeland On Edge

It’s True! It’s True!

Foley is Good

Triple H’s Approach to a Better Body

The bare-fisted brawler from Blackpool, England tells his story of fortune and fumbling on the road to the WWE’s higher ranks. Since joining the WWE in 2000 as a goodwill ambassador from Great Britain, William Regal has established himself as an up-and-coming Superstar. He took the wrestling world by storm defeating many of the WWE’s best wrestlers to win both the European and Intercontinental championships—although he’s probably best known for getting back in WWE owner’s Vince McMahon’s good graces by kissing his naked backside on national television. While fans may still chuckle at Regal’s humiliation, his in-ring success is no laughing matter. In this no-holds-barred look at his life, Regal for the first time talks about how he has dragged himself out of a life of poverty and adversity on the street of Blackpool, England and battled his own inner-demons to reach the top of the WWE’s roster. He also discusses how he has overcome his recent life-threatening medical condition to return to triumphantly to the WWE.

How did an untrained former college football player end up in the middle of a ring, wrestling during the highest-rated segment during the WWE’s acclaimed Attitude Era? That’s the story behind Looking at the Lights. As a childhood friend of Shane McMahon, Pete Gas was given the opportunity most only pray for. Beginning with appearances to interfere in McMahon’s matches, his role blossomed into becoming a full-fledge wrestler and leading the Mean Street Posse to WrestleMania, becoming one of the most fascinating success stories of the era. From his humble upbringing and friendship with Shane (and the McMahon family as a whole), Gas shares how a 9-to-5 average Joe got the chance of a lifetime and made the most out of it. But getting your foot in the door is one thing; staying is a completely different animal. With all eyes on him, knowing his lack of training and meal ticket being the boss’s son, Gas knew he had to win over all those doubters: from the fans and announcers to the wrestlers themselves. Knowing he had to prove himself, Gas took beatings, chair shots, and additional training to not only show that he could wrestle, but that he belonged with such superstars as The Rock, “Stone Cold” Steve Austin, and The Undertaker. Featuring forewords by Edge and JBL, who famously nailed Gas in the head with a steel chair, readers will get an inside look into not only the training and sacrifice these athletes go through, but the behind-the-scenes workings of a day in the WWE.

*What does it feel like to fall through a flaming table for the very first time? Or the umpteenth time for that matter. In the fresh off-the-cuff style that has earned him legions of admirers and made his previous wrestling books massive worldwide bestsellers, Foley gives readers a blow-by-blow first-hand account of exactly what it is like to step into the wrestling ring. As a champion wrestler he was known both for his tenacity in the ring and for the fearlessness which led him to take extraordinary risks in any number of groundbreaking dangerous stunts. And as an industry insider he offers a unique perspective on what it was like to perform at that level which readers will never find anywhere else. In **HARDCORE DIARIES** Mick Foley will take fans right inside a hardcore match, vividly recreating his experiences, and revealing how mentally and physically preparing for this extremely challenging sport has helped him become the legend he is today.*

“Current fans and recovering Hulkamaniacs alike should find [Sex, Lies, and Headlocks] as gripping as the Camel Clutch.” —Maxim Sex, Lies, and Headlocks is the ultimate behind-the-scenes look at the backstabbing, scandals, and high-stakes gambles that have made wrestling an enduring television phenomenon. The man behind it all is Vince McMahon, a ruthless and entertaining visionary whose professional antics make some of the flamboyant characters in the ring look tame by comparison. Throughout the book, the authors trace McMahon’s rise to power and examine the appeal of the industry’s biggest stars—including Ed “Strangler” Lewis, Gorgeous George, Bruno Sammartino, Ric Flair, and, most recently, Stone Cold Steve Austin and The Rock. In doing so, they show us that while WWE stock is traded to the public on Wall Street, wrestling remains a shadowy world guided by a century-old code that stresses secrecy and loyalty. With a new afterword, this is the definitive book about the history of pro wrestling. “Reading this excellent behind-the-scenes look at wrestling promoter McMahon . . . is almost as entertaining and shocking as watching the most extreme antics of McMahon’s comic-book style creations such as Steve Austin and The Rock.” —Publishers Weekly “A quintessentially American success story of a cocky opportunist defying the odds and hitting it big . . . Sparkling cultural history from an author wise enough to let the facts and personalities speak for themselves.”—Kirkus Reviews

Focus On: 100 Most Popular WWE Hall of Fame

Around the World in Spandex

Second Nature

Looking at the Lights

And the Real World is Faker Than Wrestling

New Jack

The Teapot Dome Scandal

A wrestling promoter documents his role in the popularity of the World Wrestling Federation, providing insight into his work as principal writer and discussing the lives of the such superstars as Shawn Michaels, Bret Hart, and The Rock.

Eric Bischoff has been called pro wrestling's most hated man. He's been booted, reviled, and burned in effigy. Fans have hurled everything from beer bottles to fists at him. Industry critics have spewed a tremendous amount of venom about his spectacular rise and stupendous crash at World Championship Wrestling. But even today, Eric Bischoff's revolutionary influence on the pro wrestling industry can be seen on every television show and at every live event. Bischoff has kept quiet while industry "pundits" and other know-it-alls pontificated about what happened during the infamous Monday Night Wars. Basing their accounts on third- and fourth-hand rumors and innuendo, the so-called experts got many more things wrong than right. Now, in Controversy Creates Cash, Bischoff tells what really happened. Beginning with his days as a salesman for Verne Gagne's American Wrestling Association, Bischoff takes readers behind the scenes of wrestling, writing about the inner workings of the business in a way never before revealed. He demonstrates how controversy helped both WCW and WWE. Eric gives the real numbers behind WCW's red ink -- far lower than reported -- and talks about how Turner Broadcasting's merger with Time Warner, and then Time Warner's merger with AOL, devastated not only WCW but many creative and entrepreneurial businesses within the conglomerate. Bischoff has surprisingly kind words for old rivals like Vince McMahon, but pulls no punches with friends and enemies alike. Among his revelations: How teaming with Mickey Mouse turned WCW into a national brand. Why Hulk Hogan came to WCW. Why he fired Jesse Ventura for sleeping on the job. Why Steve Austin didn't deserve another contract at WCW, and how Bischoff's canning him was the best thing that ever happened to Austin. How Ted Turner decided WCW should go head-to-head against Raw on Monday nights. How Nitro revolutionized wrestling. Where the New World Order really began. How corporate politics killed WCW. And how he found his inner heel and learned to love being the guy everyone loves to despise. Bischoff brings a surprisingly personal touch to the story, detailing his rough-and-tumble childhood in Detroit, talking about his family and the things he did to cope with the stress of the high-octane media business. Now a successful entertainment producer as well as a wrestling personality, Bischoff tells how he found contentment after being unceremoniously "sent home" from WCW. Love him or hate him, readers will never look at a pro wrestling show quite the same way after reading Bischoff's story in Controversy Creates Cash.

Serial entrepreneur and business visionary Dale Partridge built a multimillion-dollar company differently than how the typical enterprise is built. He did so using seven core beliefs that he believes are the secret to creating a sustaining world:• People matter• Truth wins• Transparency frees• Authenticity attracts• Quality speaks• Generosity returns• Courage sustainsAnd now he is not alone. Every day major headlines tell the story of a new and better American marketplace. Established corporations have begun reevaluating the quality of their products, the ethics of their supply chain, and how they can give back. Meanwhile, millions of entrepreneurs who want a more responsible and compassionate marketplace have launched a new breed of socially focused business models. And you can too! In People Over Profit, find the courage to value honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.

Highlighting the athlete renowned as the savior of the World Wrestling Federation (WWF) and the man who destroyed World Championship Wrestling (WCW), this behind-the-scenes autobiography documents the astonishing career of Vince Russo. Chronicling the rise, fall, and eventual rebirth of professional wrestling, this engrossing account answers questions such as How did Vince McMahon win the war between the WWF and WCW? What was Eric Bischoff really like? and Why did Hulk Hogan threaten lawsuits? Penned by a winner of the WCW World Heavyweight Championship, this memoir details the author’s historic face-off with Hulk Hogan in Daytona Beach as well as the legendary Monday Night Wars. Exploring the inner workings of the sport’s most turbulent era, this memoir speaks from the center of the maelstrom, delivering a fresh and informed perspective on the current pro-wrestling scene. From the death of WCW to the rise of Total Nonstop Action Wrestling—the world’s fastest-growing and most cutting-edge wrestling promotion—this remarkable narrative demonstrates how a grown man can find peace within the insanity of the squared circle.

Exist 2 Inspire

One Man's Journey from Self-Glorification to Sanctification

Wrestling Reality

Controversy Creates Cash

The Life and Mind of Chris Kanyon Wrestling's Gay Superstar

People Over Profit

McGraw

Matt and Jeff Hardy have proven that a relentless drive for success can make your wildest dreams come true. While still in high school, Matt and Jeff decided to become professional wrestlers at any cost. In a business that usually prizes giants, they were told their aspirations were unreasonable and impossible. But after the tragic loss of their mother, they began to pursue their goals with unstoppable determination. The Hardy Boyz: Exist 2 Inspire tells the story of Matt and Jeff Hardy's journey to WWE superstardom. Whether taking beatings from Razor Ramon and Nikolai Volkoff during their first WWE matches or winning the WWE Tag Team Championships against the Acolytes, the Hardy Boyz have experienced all the pains and pleasures that sports-entertainment has to offer. Their fast-moving, high-flying ring style has raised the bar for anyone who aims to follow in their footsteps. From receiving a standing ovation for their 1999 No Mercy ladder match against Edge and Christian to winning singles championships, Matt and Jeff have succeeded both as a team and as individuals. Still in their mid-twenties, the Hardyz have long careers ahead of them. The Hardy Boyz is the inspirational true story of two small-town North Carolina boys who clawed their way to the top of the magical world of professional wrestling and achieved their childhood dreams.

"Ric Flair is a 16-time World Champion and two-time WWE Hall of Fame inductee. His four-decades long career is recognized as one of the greatest of all time, but with success comes a price . . . His life away from the cameras includes personal struggles, controversy, and family tragedy. Through his bond with [his daughter] Charlotte, he's becoming the father he needs to be while rediscovering the legend he has always been"--Amazon.com.

THE NEW YORK TIMES BESTSELLER "Entertaining . . .an insightful and funny observer of pro wrestling's universe." - Publishers Weekly In this insightful, riveting book, Jericho takes us into WWE wrestling arenas around the world as he details his classic rivalries with The Rock, Steve Austin, HHH, Shawn Michaels, and John Cena, along with all the politics and backstage machinations he faced outside the ring. Chris recounts his hilarious escapades of breaking in with the Hollywood elite via doomed auditions, short-lived reality shows, made-for-television movies, and red-carpet interviewing fiascos. Jam packed with CJ's trademark self-effacing humor, one-of-a-kind writing style, and ridiculous random encounters with everyone from Arnold Schwarzenegger, Axl Rose, and Wayne Gretzky to Paul McCartney, and Howard Stern, UNDISPUTED is one of a rare breed-a sequel that might be better than the original.

Bischoff, one of the most controversial figures in the world of wrestling, takes a no-holds-barred look at his career and life. He discusses what he did right as WCW president--and what failed--as he helped shape the sports entertainment industry into the billion-dollar business it is today.

Batista Unleashed

My Path from Fan to a Wrestling Heel

The Bob Holly Story

Heartbreak & Triumph

A Lion's Tale

Behind the Mask

Bobby the Brain

Under Eric Bishoff's watch as president of WCW, the company went head to head with Vince McMahon's WWE and beat them at their own game before WCW itself spectacularly imploded. But by then, Bishoff had made an indelible mark on televised wrestling, producing shows that had appeared more dangerous, more sexy, and more edgy than anything that had come before. He did this to such an extent that in 2002, McMahon seized the chance to bring in his former nemesis as General Manager of RAW; since then, true to form, Bishoff regularly surprises fans with matches that would once have been unthinkable for television. In this revelatory look at his life and career, Bishoff frankly discusses the things he did, both right and wrong, as he helped shape the sports entertainment industry into today's billion dollar business.

World Wrestling Entertainment fans think they know "The Heartbreak Kid." He's "The Showstopper" who pushes his high-flying abilities to the limit in the squared circle, on ladders, and in steel cages. He's the company's first "Grand Slam" champion. And of course, he's forever the guy who conspired with WWE Chairman Vince McMahon to screw Bret "Hitman" Hart out of the WWE Championship in Montreal at Survivor Series on November 9, 1997. But that's the side "HBK" has allowed you to see...until now. Heartbreak & Triumph: The Shawn Michaels Story introduces us to Michael Shawn Hickenbottom, the youngest of four children whose "really conservative upbringing" made him shy and "afraid that people wouldn't like me if I showed who I really was." But upon discovering Southwest Championship Wrestling (SWCW) on TV one Saturday night, the preteen Hickenbottom realized instantly what he wanted to become, and later would convince his father—a colonel in the U.S. Air Force—to let him pursue his dream. From there, Hickenbottom fully recounts the events that led to "Shawn Michaels's" tutelage under Mexican wrestler Jose Lothario; working matches at Mid-South Wrestling under the guidance of Terry Taylor and the Rock 'n Roll Express's Robert Gibson & Ricky Morton; flying high with Marty Jannetty as "The Midnight Rockers" in the American Wrestling Association (AWA); and how a barroom confrontation in Buffalo almost prevented the tandem from ever joining the World Wrestling Federation. While reliving the crippling back injury that forced him to retire in his prime, Michaels credits the new loves in his life—his second wife Rebecca, his children, and his newfound faith—with giving him the strength to kick his habit, recover physically, and make a jubilant return to the ring at SummerSlam 2002. Now back on top and doing what he enjoys most, the WWE Superstar regards Heartbreak & Triumph as the perfect means "to review my life, and attempt to figure out how I became the person I am."

Vader Time

How WCW Killed Vince Russo