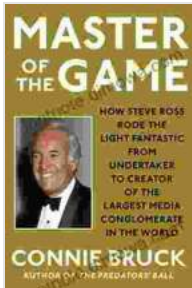


# How Steve Ross Rode The Light Fantastic From Undertaker To Creator Of The...



**Master of the Game: How Steve Ross Rode the Light Fantastic from Undertaker to Creator of the Largest Media Conglomerate in the World** by Connie Bruck

★★★★☆ 4.4 out of 5

Language : English  
File size : 20598 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 401 pages



Steve Ross was a visionary leader who helped to shape the modern media landscape. He was the founder and former CEO of Time Warner, one of the world's largest media and entertainment companies. He was also a philanthropist and art collector.

Ross was born in Brooklyn, New York, in 1927. He attended New York University and then served in the U.S. Army during the Korean War. After leaving the military, Ross worked as an accountant and then as a lawyer. In 1959, he founded Kinney National Company, which later became Time Warner.

Ross was a shrewd businessman who had a knack for spotting opportunities. He was also a risk-taker, and he was not afraid to make bold

decisions. In 1969, he acquired Warner Bros.-Seven Arts, which gave him control of a major film studio. He also acquired a number of other companies, including HBO, CNN, and Time Inc.

Under Ross's leadership, Time Warner became a global media powerhouse. He was responsible for the creation of some of the world's most popular and successful films, television shows, and magazines. He was also a strong supporter of the arts and education.

Ross died in 1992, but his legacy continues to live on. He was a visionary leader who helped to shape the modern media landscape. He was also a generous philanthropist who supported a wide range of causes.

### **Ross's Early Life and Career**

Steve Ross was born in Brooklyn, New York, in 1927. His father was a tailor, and his mother was a homemaker. Ross was a bright child, and he excelled in school. He attended New York University, where he studied accounting. After graduating, he worked as an accountant for a number of years.

In 1953, Ross joined the U.S. Army and served in the Korean War. After leaving the military, he worked as a lawyer for a number of years. In 1959, he founded Kinney National Company, which later became Time Warner.

### **Kinney National Company**

Kinney National Company was a diversified conglomerate that owned a number of businesses, including parking lots, funeral homes, and bowling alleys. Ross was a shrewd businessman, and he quickly expanded the

company's operations. In 1969, he acquired Warner Bros.-Seven Arts, which gave him control of a major film studio.

Ross continued to acquire other companies, including HBO, CNN, and Time Inc. Under his leadership, Kinney National Company became one of the world's largest media and entertainment companies.

## **Time Warner**

In 1972, Kinney National Company changed its name to Time Warner. Ross was the company's chairman and CEO until his death in 1992. Under his leadership, Time Warner became a global media powerhouse.

Ross was responsible for the creation of some of the world's most popular and successful films, television shows, and magazines. He was also a strong supporter of the arts and education.

## **Ross's Legacy**

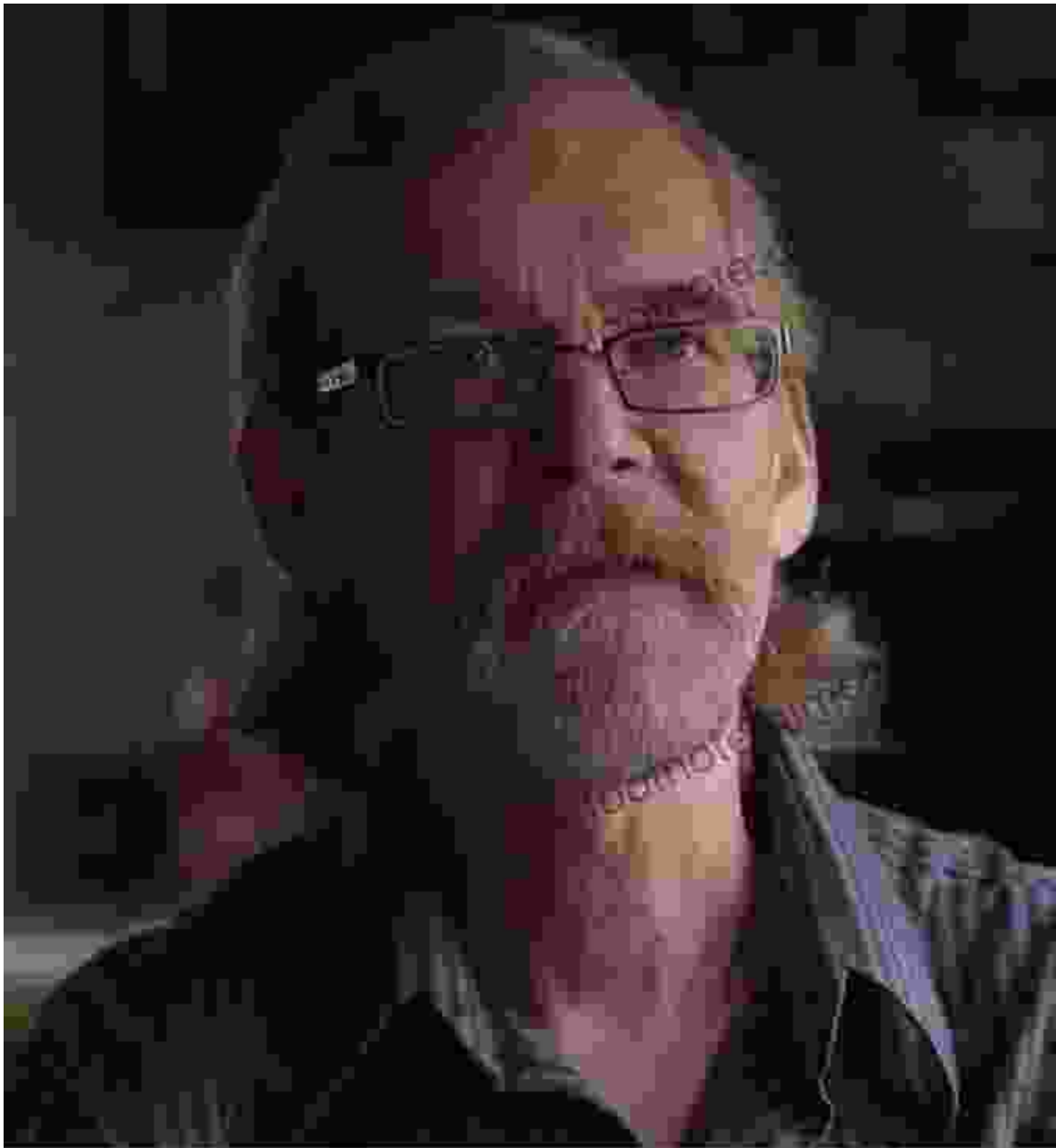
Steve Ross was a visionary leader who helped to shape the modern media landscape. He was also a generous philanthropist who supported a wide range of causes.

Ross died in 1992, but his legacy continues to live on. He was a pioneer in the media and entertainment industry, and he helped to create some of the world's most popular and successful films, television shows, and magazines.

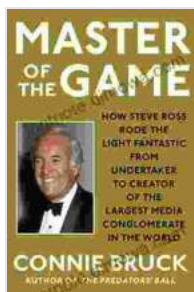
Steve Ross was a complex and fascinating figure. He was a shrewd businessman, a risk-taker, and a visionary leader. He was also a generous philanthropist and a strong supporter of the arts and education.

Ross's legacy is a mixed one. He was a pioneer in the media and entertainment industry, but he was also a ruthless businessman who was willing to do whatever it took to succeed.

Despite his flaws, Ross was a major figure in the history of the media and entertainment industry. He helped to shape the modern media landscape, and his legacy will continue to live on for many years to come.



Source: Wikipedia



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