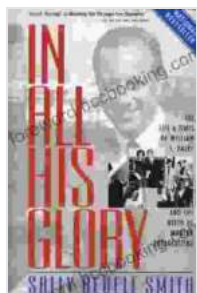


# The Life and Times of William Paley and the Birth of Modern Broadcasting

William S. Paley was one of the most important figures in the history of broadcasting. As the founder and president of CBS, he helped to shape the way we think about television and radio. Paley was a visionary leader who had a keen understanding of the power of broadcasting to entertain, inform, and educate. He was also a shrewd businessman who knew how to make money from his ventures.



## In All His Glory: The Life and Times of William S. Paley and the Birth of Modern Broadcasting by Sally Bedell Smith

★★★★☆ 4.4 out of 5

Language : English  
File size : 4421 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 740 pages



## Early Life and Career

William S. Paley was born in Chicago, Illinois, on February 28, 1901. His father, Samuel, was a successful businessman who had made his fortune in the clothing industry. Paley attended the University of Pennsylvania, where he studied economics and business. After graduating from college, Paley worked for his father's company for a few years. However, he soon

realized that he was more interested in broadcasting than in the clothing business.

In 1928, Paley joined CBS as a sales representative. He quickly rose through the ranks, and in 1934, he was named president of the company. At the time, CBS was a small and struggling network. However, under Paley's leadership, CBS quickly became one of the most successful broadcasting companies in the world.

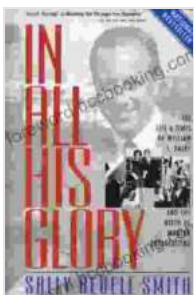
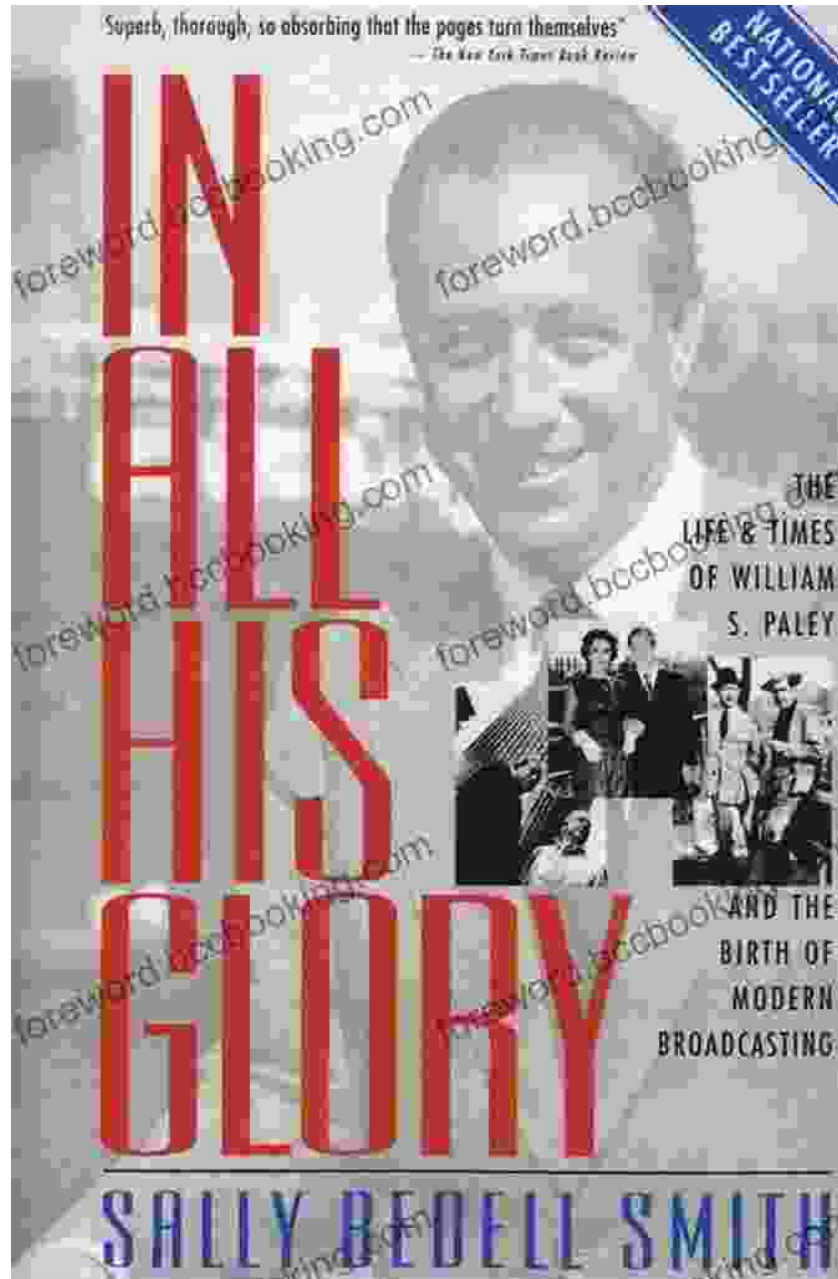
### **The Golden Age of Television**

The 1950s and 1960s were the golden age of television. During this time, CBS produced some of the most popular and critically acclaimed television shows of all time, including "I Love Lucy," "The Ed Sullivan Show," and "The Andy Griffith Show." Paley was a key figure in the development of these shows, and he played a major role in shaping the way that television was produced and consumed.

### **Later Life and Legacy**

Paley retired from CBS in 1983. He died in 1990 at the age of 89. He is remembered as one of the most important figures in the history of broadcasting. His legacy lives on through the many television shows and radio programs that he helped to create.

The Life and Times of William Paley and the Birth of Modern Broadcasting is a fascinating and well-written account of the life of one of the most important figures in the history of broadcasting. Paley was a visionary leader who helped to shape the way we think about television and radio. This book is a must-read for anyone interested in the history of broadcasting or in the life of one of its most influential figures.



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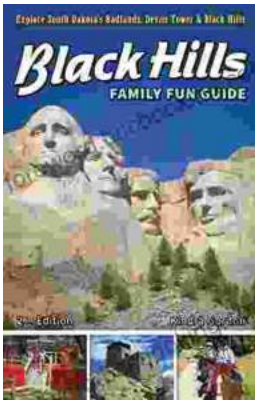
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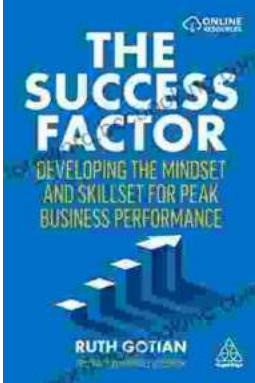
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