



Death of WCW, The

Bryan Alvarez, R.D. Reynolds

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What went wrong with WCW?

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. Sting, Bill Goldberg, and the New World Order were household names. Superstars like Dennis Rodman and KISS jumped on the WCW bandwagon. 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.

How could the company lose its audience so quickly? Who was responsible for shows so horrible that fans fled in horror? What the hell happened to cause the death of one of the largest wrestling companies in the world? *The Death of World Championship Wrestling* is the first book to take readers through a detailed dissection of WCW's downfall.

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