



# **The Billion Dollar BET: Robert Johnson and the Inside Story of Black Entertainment Television**

*Brett Pulley*

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Praise for The Billion Dollar BET

"In a gripping narrative that is both inspirational and cautionary, Brett Pulley tells us how Robert Johnson built Black Entertainment Television into a billion-dollar media empire. In a remarkable feat of reporting, without Johnson's cooperation, Pulley shows what it really takes to get ahead in America today, and in doing so provides as valuable a cultural as business history."

--James B. Stewart Pulitzer Prize-winning journalist and bestselling author of *DisneyWar*, *Den of Thieves*, and *Heart of a Soldier*

"Like or dislike? Agree or disagree? Bob Johnson's richly varied and fascinating life presses you against the window that Brett Pulley opens widely."

--Bernard Shaw retired CNN anchor

"Through his BET network, Bob Johnson reached the pinnacle of capitalism, the billionaire boys club, in the spirit of legions of driven, American moguls . . . Veteran business journalist Brett Pulley peels back the layers of this fascinating and complex entrepreneur."

--Teri Agins Senior Special Writer, the Wall Street Journal, and author of *The End of Fashion: How Marketing Changed the Clothing Business Forever*

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