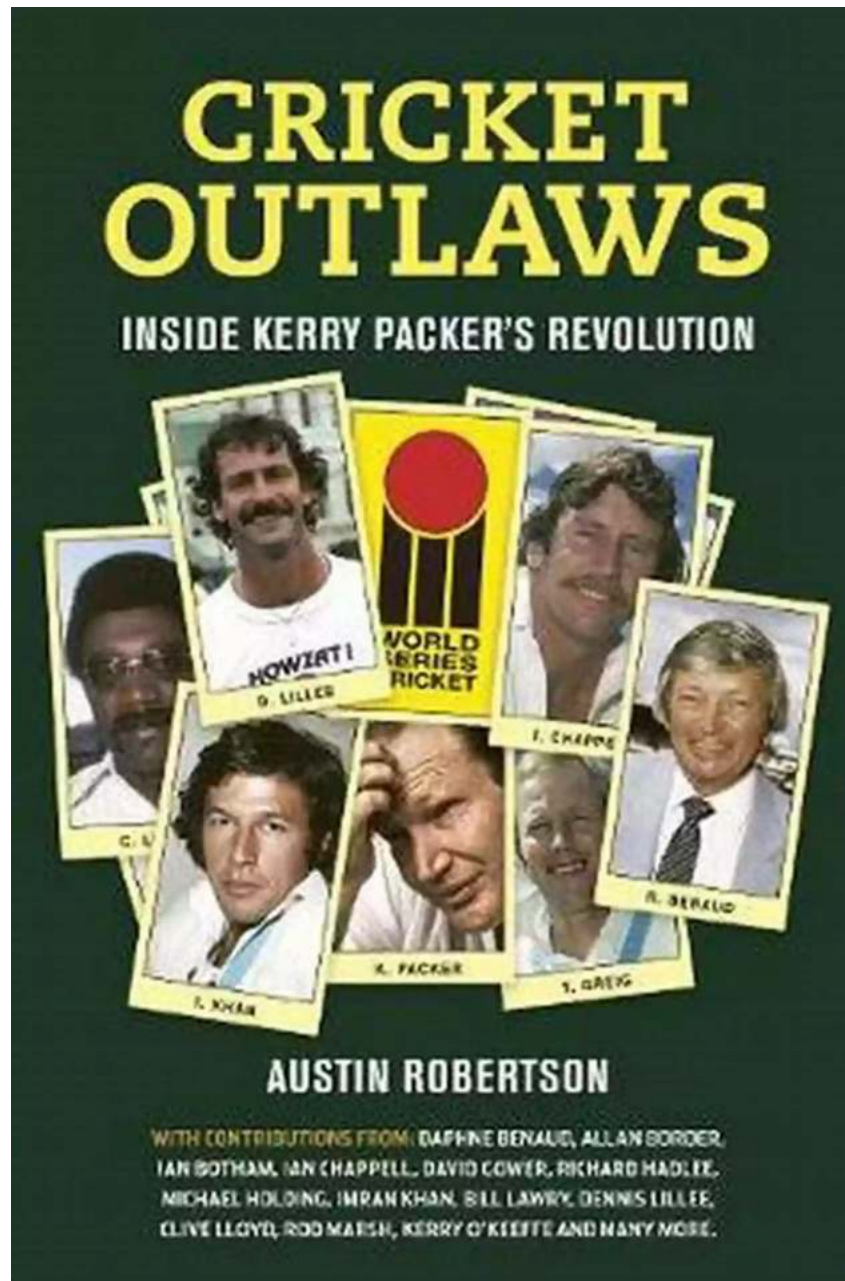


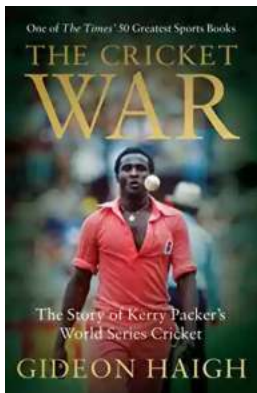
The Story Of Kerry Packer World Cricket: How One Man Revolutionized The Sport



Cricket, a sport loved by millions around the world, has seen various transformations over the years. One of the most significant revolutions in the cricketing landscape was brought about by none other than Kerry Packer. His

immense passion for the sport and business acumen led to the creation of a cricketing empire that changed the game forever.

In the 1970s, Kerry Packer, an Australian media mogul, identified the untapped potential in cricket and saw an opportunity to bring the sport into the modern era. He realized that the traditional cricketing world was lagging behind in terms of attracting a wider audience and generating significant revenue.



The Cricket War: The Story of Kerry Packer's World Series Cricket by Gideon Haigh(Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English
File size : 40555 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 355 pages



Packer's visionary approach led to the birth of World Series Cricket (WSC), a breakaway competition that aimed to challenge the established cricketing order. He introduced innovations like colored clothing, floodlit matches, and day-night cricket that revolutionized the way the game was played and consumed by the fans.

With his vast media empire at his disposal, Packer had the financial means to lure the best cricketers from around the world. He offered them lucrative contracts, unheard of in the traditional cricketing setup, which tempted several

players to join the rebel series. Names like Dennis Lillee, Viv Richards, and Clive Lloyd became synonymous with the WSC and played pivotal roles in its success.

The WSC matches drew massive crowds, and the television ratings skyrocketed, confirming Packer's belief in the potential of his new venture. The excitement and high-intensity cricket offered by the rebel series captivated the audience, making it an instant hit.

However, Packer's rebellion was not met without resistance. The establishment and international cricket boards viewed the WSC as a threat to their monopoly and initially banned players associated with the breakaway series from playing in official matches. This led to legal battles and a protracted war for supremacy in the cricketing world.

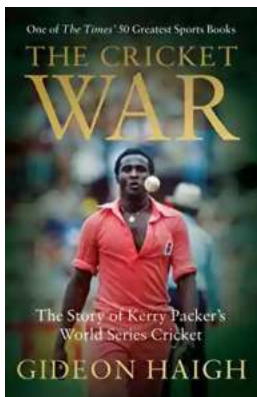
After years of legal battles and negotiations, Packer finally reached a settlement with the cricket boards. His rebel competition had successfully forced cricket's establishment to embrace changes that were needed for the sport's growth. Many of Packer's innovations, such as limited-overs cricket, were eventually incorporated into the official game.

Kerry Packer's impact on cricket extended beyond just the WSC. His influence led to the development of modern cricket broadcasting, with innovations like multiple camera angles, enhanced graphics, and expert commentary. These techniques brought the viewers closer to the action and enriched their cricket-watching experience.

Furthermore, Packer's business practices set a template for the commercialization of cricket, paving the way for massive sponsorship deals, broadcasting rights, and the establishment of lucrative leagues like the Indian Premier League (IPL) and the Big Bash League (BBL).

Today, as we witness the success and popularity of T20 cricket, we must acknowledge the role played by Kerry Packer in shaping the modern game. His revolutionary ideas, business acumen, and unparalleled passion for cricket laid the foundation for a new era in the sport.

, the story of Kerry Packer World Cricket is a testament to the power of innovation and the impact one person can have on an entire sport. His rebel competition not only changed the way cricket was played and consumed but also forced the traditional cricketing establishment to adapt and evolve. Kerry Packer's legacy in cricket will always be remembered as one that shaped the future of the sport we all love.



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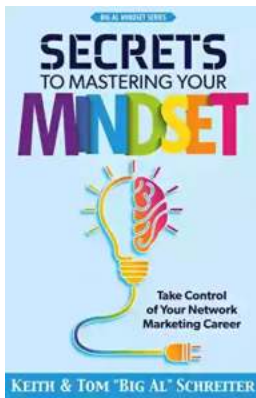
One of The Times' 50 Greatest Sports Books

In May 1977, the cricket world awoke to discover that a thirty-nine-year-old Sydney Businessman called Kerry Packer had signed thirty-five elite international players for his own televised 'World Series'. The Cricket War is the definitive account of the split that changed the game on the field and on the screen.

In helmets, under lights, with white balls, and in coloured clothes, the outlaw armies of Ian Chappell, Tony Greig and Clive Lloyd fought a daily battle of survival. In boardrooms and courtrooms Packer and cricket's rulers fought a bitter war of nerves.

A compelling account of the top-class sporting life, *The Cricket War* also gives a unique insight into the motives and methods of the man who became Australia's richest, and remained so, until the day he died. It was the end of cricket as we knew it – and the beginning of cricket as we know it.

Gideon Haigh has published over thirty books, over twenty of them about cricket. This edition of *The Cricket War*, Gideon Haigh's first book about cricket originally published in 1993, has been updated with new photographs and a new by the author.



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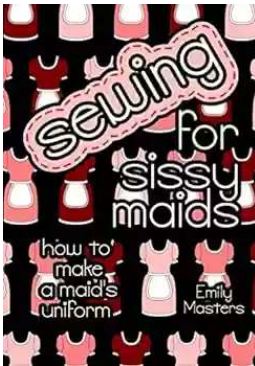
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