## **CONTENTS**

FOREWORD by Bert Randolph Sugar ix

INTRODUCTION xiii

## THE WAY IT WAS

**CHAPTER 1** SAM MUCHNICK TO VINCE McMAHON

How Wrestling Got a Hold on My Uncle and the Nation 3

**CHAPTER 2** BORN-AGAIN BASHING WITH THE VON ERICHS

A Cute Concept Decays into a Macabre Body Count 19

**CHAPTER 3** THE (THWAK!) DEREGULATION OF (THUMP!)

**PRO WRESTLING** 

The Bureaucrats Behind Hulk Hogan 41

HOW THEY DID IT: BARTER SYNDICATION 43

LET'S MAKE A DEAL 49

# THE WAY IT BECAME

**CHAPTER 4** SEX AND THE GRITTY

And You Thought Vince Was Joking When He Said He Wanted His Kids to Follow Him in the Family Business 59

**CHAPTER 5** THE SMART AND THE DUMB

In Which We Raise the Question, Is Anyone Not a Mark? 71

**CHAPTER 6** PIMPING IRON

McMahon Fought the Muscleheads, and the Muscleheads Won 77

# IT'S A WWE WORLD, THE REST OF US ARE JUST LIVING IN IT

#### **CHAPTER 7** HOGAN'S ZEROES

Hulkster Vitamins Come in Two Forms -

Orals and Injectables 93

IS PRO WRESTLING DOWN FOR THE COUNT? 97

#### CHAPTER 8 SCANDAL SNAPSHOTS

A Dressing Room Raid by Federal Narcs – Plus Other Stuff They Don't Tell You About on *SmackDown* and *Raw* 103

#### **CHAPTER 9** SUPERFLY SNUKA & THE GROUPIE

The "Wrestling Renaissance" Wasn't About To Be Derailed by the Revelation That One of its Superstars Battered Women – One of Them to Her Death 125

## CHAPTER 10 VINCE McMAHON, THE NEW BOB HOPE

Entertaining the Troops Abroad – Clamping a Sleeperhold on the Troops at Home 135

APPENDIX: DEATH MATCH, 1985-2006 139

**ACKNOWLEDGMENTS** 151

**ABOUT THE AUTHOR** 153

PHOTO CREDITS 154