



Winner Takes All: Steve Wynn, Kirk Kerkorian, Gary Loveman, and the Race to Own Las Vegas

Christina Binkley

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"It's a great drama on the greatest stage. . . . Wynn, Kerkorian, and Loveman represent three opposing business personalities, three styles of achieving success. On the Vegas Strip, they're pitted against one another like gladiators, and we've got front-row seats. Kapow!"

--Po Bronson, author of *WHAT SHOULD I DO WITH MY LIFE*

Sin City. Bright lights, high stakes, and no sleep. Home to some of the world's grandest, flashiest, and most lucrative casino resorts, Las Vegas, with its multitude of attractions, draws some forty million tourists from around the world every year. But Vegas hasn't always been booming at the level it is today. This newest influx is largely a result of three competing business moguls. Meet Kirk Kerkorian, Steve Wynn, and Dr. Gary Loveman, men who couldn't be more different from one another, yet share the same tunnel-vision determination to conquer the city that feeds the world's fantasies.

No longer just a go-to city for gambling, as a result of Kerkorian, Wynn, and Loveman working to reach the top--and to top one another--Las Vegas is now home to restaurants run by some of the world's top chefs, some of Hollywood's biggest stars headlining their own venues, galleries featuring some of the world's most valuable art, and meta-resorts boasting the largest and most expansive casinos, spas, and more.

Having had personal access to these men, *Wall Street Journal* reporter Christina Binkley gives us a never-before-seen, up-close look at the trio of tycoons whose high-stakes gambles have made Sin City soar. Sharp, insightful, and revealing, this is the gripping story of how billions of dollars and the unparalleled drive for power made the personal visions of three moguls evolve from dreams to larger-than-life reality.

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