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The Young and Restless Life of William J. Bell: Creator of The Young and the Restless and The Bold and the Beautiful

Michael Maloney

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Praise for *THE YOUNG AND RESTLESS LIFE OF WILLIAM J. BELL*

"A beautiful dedication to Bill and the pioneering legacy of the Bell family. Their endless commitment, passion, and creativity have left an indelible mark on the genre."-Frank Valentini, executive producer of *General Hospital* and Emmy-winning director of *One Life to Live*

"Reading this book is like rolling in the arms of soap opera's greatest lover...Bill Bell!"-Bill and Susan Seaforth Hayes, Emmy-nominated actors on *Days of our Lives* and authors of the novel *TRUMPET*

"An informed, insightful look at the inner workings of the Bell Empire-the most successful dynasty in daytime television history. It's a great read."-Peter Bergman, three-time Emmy-winning actor on *The Young and the Restless*

"Michael Maloney has complied an impressive amount f details into an entertaining and fast-moving book. Read this book if you want a fascinating insight into one of television's original show runners and the legacy he left behind."-Cady McClain, Emmy-winning actress, *All My Children* and *As the World Turns*

"One of the reasons for Bill Bell's legendary success in daytime drama was his immense respect for the genre and its audience. Longtime daytime journalist Michael Maloney uses the same respect for the genre to reveal the man behind the legend. For any fan of soap operas, this book is a must-read."-Dave Rupel, executive producer, *The Real Housewives of Beverly Hills* and Emmy-winning writer for *Guiding Light*

"Nobody 'gets' daytime like Maloney! A fascinating read for the dedicated soap fan!"-Michael Bruno, daytime talent manager

"A fitting tribute to the man who brought daytime's most memorable characters to life, with great insight into his passion for the genre and dedication to his family...*THE YOUNG AND RESTLESS LIFE OF WILLIAM J. BELL* honors the legacy of daytime's 'Drama King.'"-Angelica McDaniel, senior vice president, CBS, Daytime

"I cannot remember the last biography I enjoyed reading as much as *THE YOUNG AND RESTLESS LIFE OF WILLIAM J. BELL*. Together with Lee Phillip Bell, Michael Maloney has done a masterful job of weaving private family memories, never-before-told anecdotes, and an insider's knowledge of the soap industry together to create a tapestry as rich and colorful as Bill Bell himself. A must-read for any soap opera fan!"-Roberta Caploe, former managing editor of Soap Opera Digest and author of *MELROSE CONFIDENTIAL*

"The carefully selected photographs alone are worth this beguiling trip down memory lane."-Lynette Rice, *Entertainment Weekly*

Millions of fans worldwide know his soap opera and his characters, but few know the story of the man who

brought them to life. William J. Bell, television's most prolific writer, reinvented the soap opera genre with his groundbreaking serial *The Young and the Restless* in 1973 and went on to co-create The Bold and the Beautiful with his wife and successful TV host Lee Phillip Bell, which debuted in 1987.

The Young and Restless Life of William J. Bell tells the inside story of daytime's greatest storyteller, including his role as an advertising executive in the era of Mad Men, working for legendary serial creator Irna Phillips, and his move from Chicago to Los Angeles, which resulted in Y&R taking the top spot in the rating. This book offers an unprecedented look into the life of the man who defined the soap genre and draws readers behind the scenes into the captivating world of the daytime soap they know and love.

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Patricia Little:

Is it anyone who having spare time subsequently spend it whole day by watching television programs or just laying on the bed? Do you need something totally new? This The Young and Restless Life of William J. Bell: Creator of The Young and the Restless and The Bold and the Beautiful can be the respond to, oh how comes? The new book you know. You are consequently out of date, spending your time by reading in this brand new era is common not a nerd activity. So what these ebooks have than the others?

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