



Threading the Needle: The PAX NET Story

Lowell "Bud" Paxson, Gary Templeton

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When Lowell "Bud" Paxson, creator and cofounder of the Home Shopping Network, sold his interest in the billion-dollar-a-year business in 1991, he could have retired and enjoyed the fruits of his labor. His friends advised him to enjoy retirement, go to the beach, and relax.

"I took their advice," says Paxson. "It was a great day!"

Then, Paxson began work on his most ambitious project yet: launching PAX NET, the nation's seventh broadcast television network. In *Threading the Needle*, Paxson takes you behind-the-scenes and into the world of big business, big deals, and deep faith. In this moving personal story, Paxson, a natural-born storyteller, shares the sometimes hilarious and sometimes heart-wrenching struggles of trying to maintain balance in career, spiritual life, and family.

The title *Threading the Needle* refers to the biblical story of the rich man who approached Jesus and asked how he could acquire eternal life. Jesus responded, "It is easier for a camel to go through the eye of a needle, than for a rich man to enter the kingdom of God." (Luke 18:25) In clear prose, Paxson describes how this passage helped influence the most important decisions in his business--and in his life. He writes, "As I reflected on the imagery of the needle, it occurred to me that each of us has three threads, or elements, of life we need to get through the needle's eye: the business or career thread, the spiritual thread, and the family thread. Our responsibility is to cling to the grace of God while we seek to maintain the purpose and balance our lives need so we can thread the needle."

A strongly committed Christian, Paxson knows his national family entertainment network will succeed, despite conventional wisdom that says sex and violence are what sells on television. Known to the media, colleagues, and Wall Street as a visionary and a maverick, the six-foot-six Paxson is a larger-than-life entrepreneur who firmly believes that business and faith are intertwined.

In *Threading the Needle*, Paxson shares the business philosophy that got him where he is today--chairman of a huge television enterprise that is poised to grow even bigger. Part motivation and part business strategy, *Threading the Needle* contains a recipe for success that people can implement in their own businesses and spiritual lives.

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