



## Whale Hunt In The Desert: The Secret Las Vegas Of Superhost Steve Cyr

By Deke Castleman

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In pre-1990s Las Vegas, casino marketing executives were all cut from the same cloth; sharply-dressed and smooth-talking with street-savvy. They rose through the ranks of operations--dealer, floorman, pit boss, shift boss and casino manager. When it was time to leave the trenches, they went "upstairs" into the executive offices, where they hosted a handful of established players according to the unwritten rules of old-school Vegas. Then Steve Cyr showed up.

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## **Whale Hunt In The Desert: The Secret Las Vegas Of Superhost Steve Cyr By Deke Castleman Bibliography**

- Sales Rank: #834314 in Books
- Brand: Brand: Huntington Press
- Published on: 2004-09-30
- Original language: English
- Number of items: 1
- Dimensions: .97" h x 6.32" w x 9.24" l,
- Binding: Hardcover
- 319 pages

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