



# **Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas**

*David G. Schwartz*

Download now

[Click here](#) if your download doesn't start automatically

# Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas

*David G. Schwartz*

## **Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas** David G. Schwartz

Jay Sarno built two path-breaking Las Vegas casinos, Caesars Palace (1966) and Circus Circus (1968), and planned but did not build a third, the Grandissimo, which would have started the mega-resort era a decade before Steve Wynn built The Mirage. As mobsters and accountants battled for the soul of the last American frontier town, Las Vegas had endless possibilities--if you didn't mind high stakes and stiff odds. Sarno invented the modern Las Vegas casino, but he was part of a dying breed--a back-pocket entrepreneur who'd parlayed a jones for action and a few Teamster loans into a life as a Vegas casino owner.

For all of his accomplishments, his empire didn't last. Sarno sold out of Caesars Palace shortly after it opened--partially to get away from the bookies and gangsters who'd taken over the casino--and he was forced to relinquish control of Circus Circus when the federal government indicted him on charges of offering the largest bribe in IRS history--a bribe he freely admitted paying, on the advice of his attorney, Oscar Goodman. Though he ultimately walked out of court a free man, he never got Circus back. And though he guessed the formula that would open up Las Vegas to millions in the 1990s with the design of the Grandissimo, but he wasn't able to secure the financing for the casino, and when he died in 1984, it remained only a frustrating dream.

Sarno's casinos--and his ideas about how to build casinos--created the template for Las Vegas today. Before him, Las Vegas meant dealers in string ties and bland, functional architecture. He taught the city how to dress up its hotels in fantasy, putting toga dresses on cocktail waitresses and making sure that even the stationery carried through with the theme. He saw Las Vegas as a place where ordinary people could leave their ordinary lives and have extraordinary adventures. And that remains the template for Las Vegas today.

Grandissimo is the story of how Jay Sarno won and lost his casino empire, inventing modern Las Vegas along the way.

In **Grandissimo**, you'll learn Jay's fascinating story, and also plenty of things you never knew about Las Vegas, including:

- the true story about how Jimmy Hoffa's Teamsters Union first started funding Sarno projects
- how Steve Wynn ended up answering the telephone in Hoffa's suite on the second day Caesars Palace was open
- how Sarno, represented by Oscar Goodman, beat a seemingly-airtight case against him when he was accused of offering the largest bribe in IRS history to an undercover agent
- how Sarno's unbuilt Grandissimo became the template for the 1990s "mega-resort" era in Las Vegas

From start to finish, it's the story of the man who inspired modern Las Vegas.

 [Download Grandissimo: The First Emperor of Las Vegas: How J ...pdf](#)

 [Read Online Grandissimo: The First Emperor of Las Vegas: How ...pdf](#)

## **Download and Read Free Online Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas David G. Schwartz**

---

### **From reader reviews:**

#### **Alan Levin:**

Do you have favorite book? If you have, what is your favorite's book? Book is very important thing for us to know everything in the world. Each publication has different aim or perhaps goal; it means that e-book has different type. Some people feel enjoy to spend their time to read a book. They can be reading whatever they consider because their hobby is definitely reading a book. How about the person who don't like reading a book? Sometime, particular person feel need book once they found difficult problem or maybe exercise. Well, probably you should have this Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas.

#### **William Sanders:**

Here thing why this Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas are different and reputable to be yours. First of all studying a book is good but it really depends in the content of it which is the content is as delightful as food or not. Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas giving you information deeper and in different ways, you can find any publication out there but there is no e-book that similar with Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas. It gives you thrill studying journey, its open up your own eyes about the thing which happened in the world which is perhaps can be happened around you. You can easily bring everywhere like in playground, café, or even in your method home by train. When you are having difficulties in bringing the printed book maybe the form of Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas in e-book can be your alternative.

#### **Jose Garcia:**

Playing with family in a very park, coming to see the sea world or hanging out with pals is thing that usually you may have done when you have spare time, and then why you don't try point that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas, you are able to enjoy both. It is fine combination right, you still want to miss it? What kind of hang type is it? Oh seriously its mind hangout guys. What? Still don't understand it, oh come on its called reading friends.

#### **Santiago Bronson:**

Beside that Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas in your phone, it could give you a way to get more close to the new knowledge or information. The information and the knowledge you are going to got here is fresh through the

oven so don't be worry if you feel like an outdated people live in narrow community. It is good thing to have Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas because this book offers to your account readable information. Do you at times have book but you don't get what it's facts concerning. Oh come on, that will not end up to happen if you have this within your hand. The Enjoyable agreement here cannot be questionable, such as treasuring beautiful island. So do you still want to miss this? Find this book as well as read it from right now!

**Download and Read Online Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas David G. Schwartz #0RTXL1BYN29**

## **Read Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz for online ebook**

Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz books to read online.

### **Online Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz ebook PDF download**

### **Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz Doc**

Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz Mobipocket

Grandissimo: The First Emperor of Las Vegas: How Jay Sarno Won a Casino Empire, Lost It, and Inspired Modern Las Vegas by David G. Schwartz EPub