

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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