Michael Jordan's Lessons Revealed in 'The Last Dance'

'The Last Dance' Producer Jon Weinbach talks how his team landed the record-breaking documentary series on Michael Jordan.

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On this episode of *The Playbook*, Mandalay Sports Media Executive VP and *The Last Dance* Producer Jon Weinbach shares his insights on:

- How his background in journalism and work with ESPN positioned him to build a career in media [0:57].
- Hearing about the "mythical Jordan footage" and how *The Last Dance* came to fruition [3:40].
- Why he believes the timing was perfect to tell the story of the Bulls' 1997-98 season [8:39].
- Why the biggest key in finding the right career is knowing what you don't want to pursue [20:38].

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