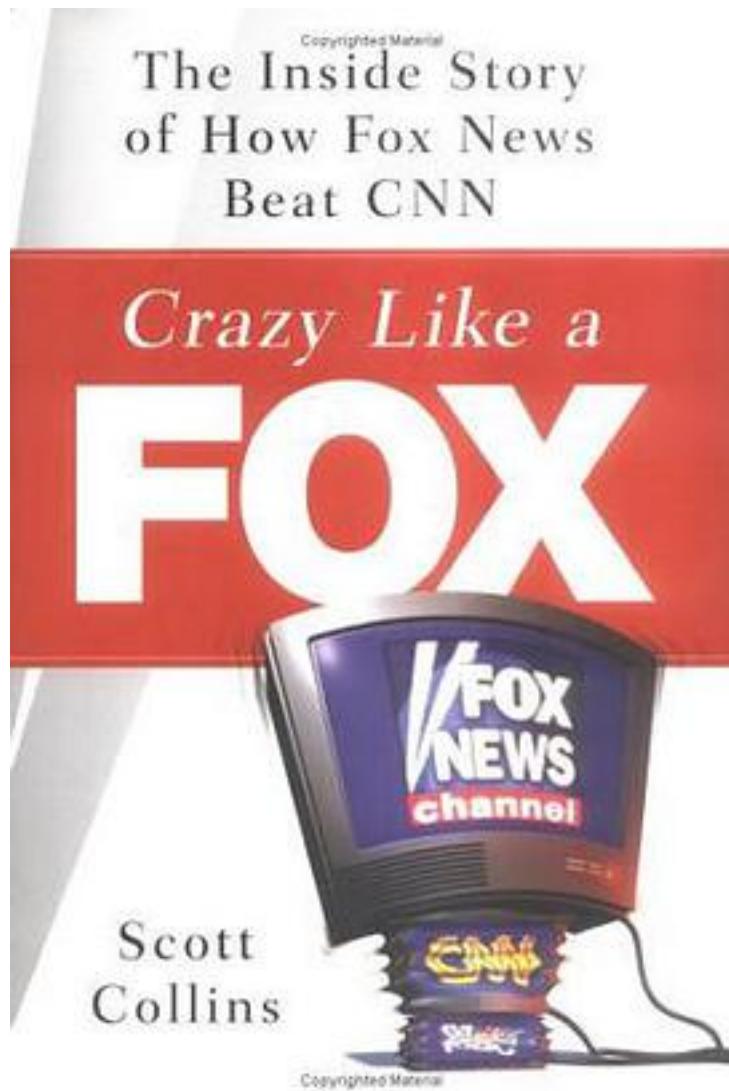


Crazy Like a Fox



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著者:Scott Collins

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How brutal is the cable news business? When Fox News CEO Roger Ailes learned that Paula Zahn was negotiating with archrival CNN, Ailes fired Zahn immediately. When a reporter pointed out that Zahn had boosted ratings for Fox, Ailes replied, "I could have put a dead raccoon on the air this year and gotten a better rating than last year."

Crazy Like A Fox tells one of the most dramatic business stories of the past decade—the war over cable news. In 1991, with its coverage of the first Gulf War, Ted Turner's CNN reinvented the television news business and became a global brand name. In 1995, NBC and Microsoft pooled their enormous resources to create MSNBC. But by 2003, both had been dwarfed in the ratings by Rupert Murdoch's seven-year-old Fox News Channel. How did Fox News pull off this amazing victory and how is its success—and its alleged right-wing slant—changing the entire media world?

Scott Collins provides a shocking account of corporate arrogance and intrigue, with all the brash personalities and back-room dealings involved in the war for ratings. He offers inside tales about a virtual Who's Who of American television: not just corporate players like Turner, Murdoch, Ailes, Walter Isaacson, and Bob Wright, but also on-air talent like Paula Zahn, Bill O'Reilly, Connie Chung, Phil Donahue, Sean Hannity, Greta Van Susteren, and Larry King. Collins also shows what happened behind the camera during the biggest news stories of our time, including the 2000 election, September 11, and Gulf War II.

作者介绍:

斯科特·柯林斯(Scott Collins)是《洛杉矶时报》的电视与媒体专题记者。

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标签

政治

传媒

评论

One new thing added to my bucket list: To witness Rupert Murdoch and its notorious

media empire are together pilloried by the global public, if possible.

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书评

居然没什么人看过这本书？

虽然我也只是无意中，在学校图书馆翻到的……不过书里的内容的确让我对美国有线电视新闻网有了更深一步的感性认识。

这本书通俗易懂，稍有传播知识的人可以把它当做小说来阅读，大名鼎鼎的传媒人士在内头你争我夺，很是有趣味的……

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