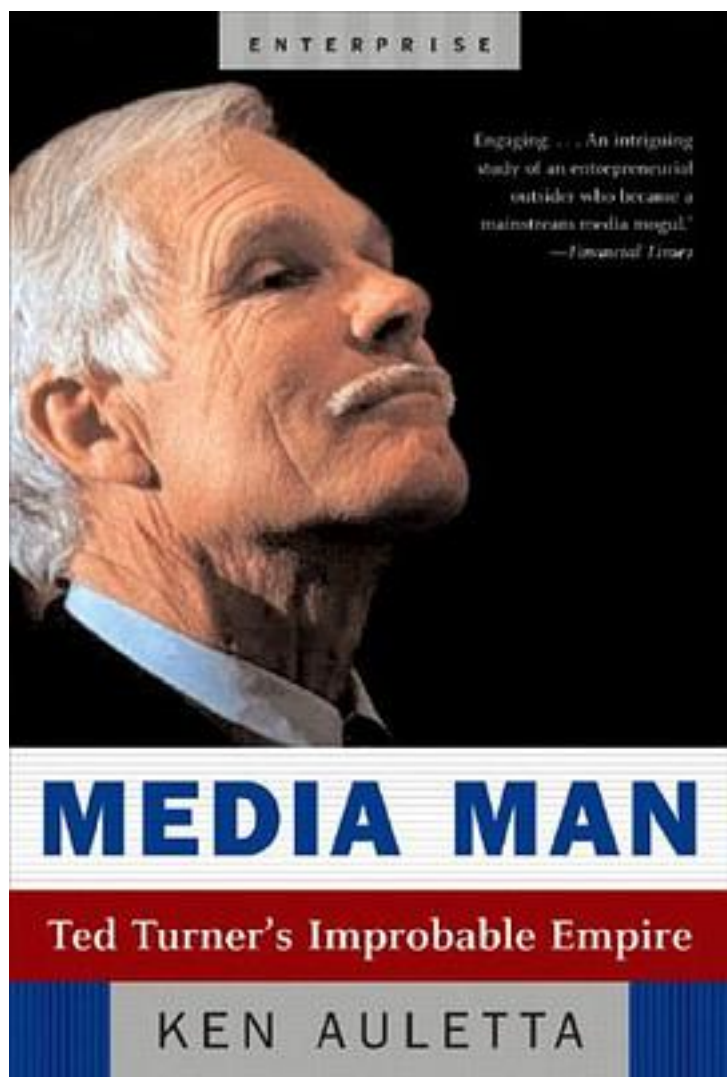


Media Man



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著者:Ken Auletta

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"Auletta puts the most human of faces on Turner yet . . . [as] a tycoon who has lost his power." — BusinessWeek Ted Turner revolutionized television. Foreseeing cable's potential in its infancy, he parlayed a tiny UHF station in Atlanta into a national superstation, invented CNN, and transformed sports teams and the MGM film library into lucrative programming. Ken Auletta, the most respected media journalist in America, enjoyed unparalleled access to the outspoken and defiant Turner in writing this book (named one of BusinessWeek's Top Ten Books of 2004), capturing the visionary businessman as he built—and lost—his improbable empire. 6 photographs

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目录:

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书评

特德·特纳曾经是世界上精力最充沛、行为方式最古怪、想法最层出不穷的媒体大亨。从1966年到1996年，特德·特纳有着30年辉煌的人生轨迹。这位口无遮拦、行为怪异、喜欢帆船和美女的美国南方户外广告主之子，凭借自己天才的想象力和非凡的魄力，成为改变电视业发展轨迹的大...

和艾斯卡、布隆伯格、雷石东等人的故事一样，美国人总是喜欢从悲剧开始切入故事的主题。美国畅销书作家肯·奥莱塔也很在意他心目中的伟人。他在《泰德·特纳传》（《MediaMan》）开篇就报道了美国传媒大亨泰德·特纳人生中最灰暗的那一天——被合

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