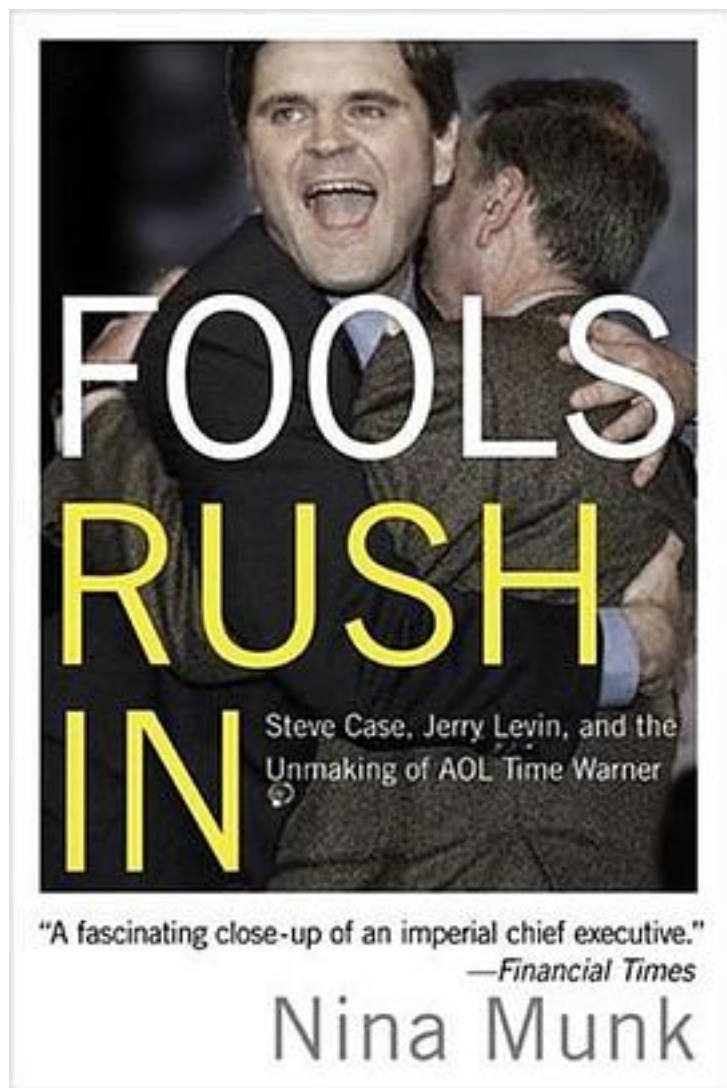


Fools Rush In



[Fools Rush In 下载链接1](#)

著者:Munk, Nina

出版者:

出版时间:

装帧:

isbn:9780060540340

Hardcover: 368 pages Publisher: HarperBusiness (January 1, 2004) ISBN: 0060540346 Product Dimensions: 9.3 x 6.4 x 1.3 inches Fools Rush In is the definitive account of one of the greatest fiascos in the history of corporate America. In a narrative fraught with drama, Nina Munk reveals the overweening ambition and moral posturing that brought down the Deal of the Century. With painstaking reporting and the remarkable eye for detail she's known for, Munk lays out, step by step, the anatomy of a debacle. Irreverent, witty, and iconoclastic, she sees through it all brilliantly. "As in all great Greek tragedies, you knew the plot before it played out," one perceptive insider told Munk on the subject of the AOL Time Warner deal; "you knew who'd be sacrificed at the altar." Here's what we discover in Fools Rush In: In their single-minded quest for power, Steve Case and Jerry Levin were at each other's throats even before the deal was announced. Bob Pittman was regarded! as a "windup CEO" by Case, and viewed as a hustler by just about everyone at Time Warner. Ted Turner underestimated Jerry Levin's ruthlessness badly. And Levin himself, convinced he was creating a great legacy comparable to that of Time Inc.'s founder, Henry Luce, refused to acknowledge the obvious: that, with a remarkable sense of timing, Steve Case had used grossly inflated Internet paper to buy Time Warner.

作者介绍:

目录:

[Fools Rush In_下载链接1](#)

标签

评论

[Fools Rush In_下载链接1](#)

书评

[Fools Rush In_下载链接1](#)