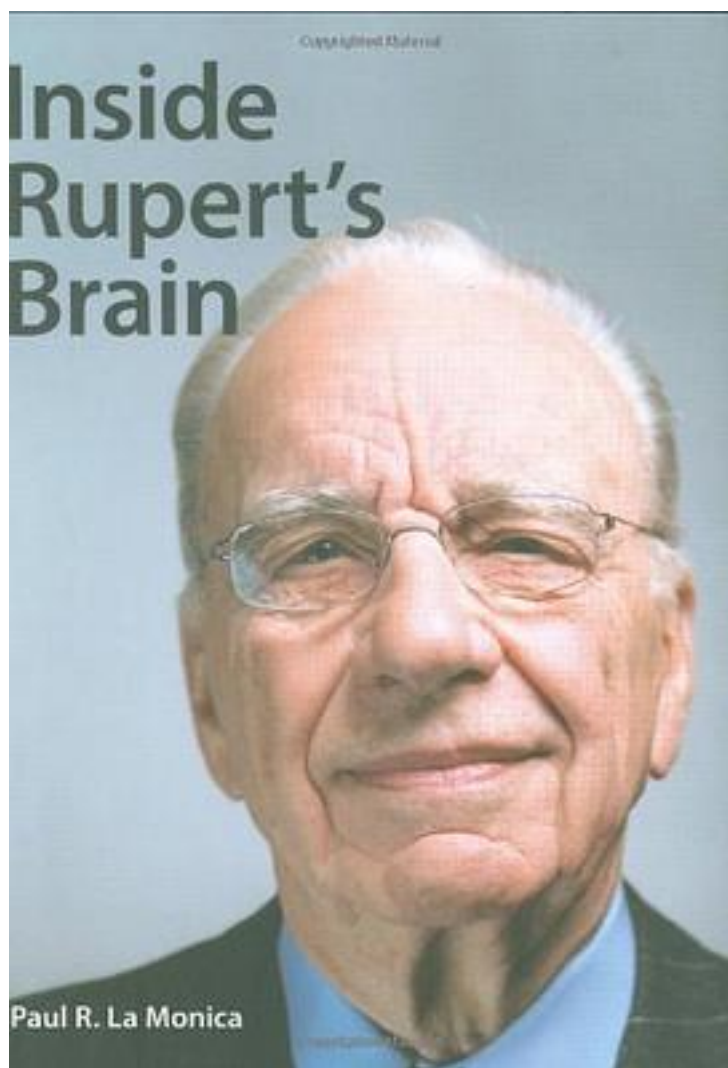


Inside Rupert's Brain



[Inside Rupert's Brain_ 下载链接1](#)

著者:Monica, Paul La

出版者:

出版时间:2009-3

装帧:

isbn:9781591842439

How the world's most powerful media mogul really thinks

The third book in Portfolio's new series looks at Rupert Murdoch, the controversial chairman and CEO of News Corp. He is the subject of endless gossip, speculation, and criticism, but what really drives his bold (and usually successful) gambles?

Based on comments from News Corp. executives and competitors, and interviews with Wall Street analysts, investors, and other media experts, Paul La Monica's book explores some of the most fascinating questions about Murdoch. For instance:

- How did he grow a small Australian newspaper company into a global media empire?
- Why did he challenge the TV establishment with the Fox Network and Fox News Channel—for profits or for deeper reasons?
- Did his obsession with The Wall Street Journal lead him to overpay for Dow Jones?
- How has he dealt with detractors and enemies, including Ted Turner and John Malone?
- Was he smart to acquire MySpace to launch his Internet strategy?
- Why does he still work so hard at age 77 with a net worth of \$8.8 billion and nothing to prove?

作者介绍:

目录:

[Inside Rupert's Brain_下载链接1_](#)

标签

评论

[Inside Rupert's Brain_下载链接1_](#)

书评

[Inside Rupert's Brain 下载链接1](#)