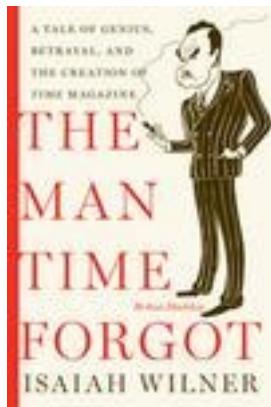


The Man Time Forgot



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著者:Wilner, Isaiah

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Friends, collaborators, and childhood rivals, Briton Hadden and Henry R. Luce were not yet twenty-five when they started *Time*, the first newsmagazine, at the outset of the Roaring Twenties. By age thirty, they were both millionaires, having laid the foundation for a media empire. But their partnership was explosive and their competition ferocious, fueled by envy as well as love. When Hadden died at the age of thirty-one, Luce began to meticulously bury the legacy of the giant he was never able to best. In this groundbreaking, stylish, and passionate biography, Isaiah Wilner paints a fascinating portrait of Briton Hadden—genius and visionary—and presents the first full account of the birth of *Time*, while offering a provocative reappraisal of Henry R. Luce, arguably the most significant media figure of the twentieth century. Isaiah Wilner is a writer for *New York magazine*. He attended Yale University and was editor in chief of the *Yale Daily News*. He lives in Brooklyn, New York.

作者介绍:

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