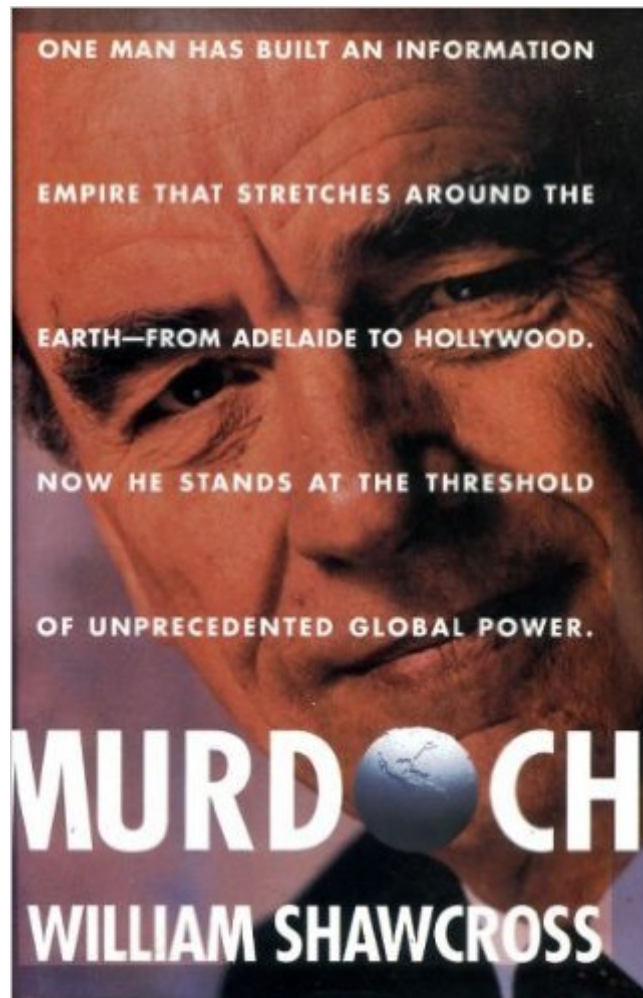


The book was found

Murdoch



Synopsis

A biography of international media baron Rupert Murdoch traces his rise from Australia, to London, to New York and Hollywood, emphasizing his business instincts, view to the future, and significance in and to international business. By the author of Sideshow. 60,000 first printing. Tour.

Book Information

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Average Customer Review: 4.1 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

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Customer Reviews

I'll state from the beginning; I think this is the best biography ever written, about one of the most fascinating men in the history of the world. I have read a number of Murdoch "biographies", including, Murdoch: The Great Escape and Andrew Neil's view of Murdoch in "Full Disclosure". Neither of them have the depth and detail that this book does. But it is more than depth and detail which makes this book truly great. It is William Shawcross' ability to capture the feeling of enormous vision and ambition that Rupert Murdoch has which makes this book unique. The story describes how his father built one of the greatest news networks in the Australia, the Herald & Weekly Times, yet had few significant assets of his own, as he was an employee of the company. Thus, while a young Rupert dreamed of ringing the world with satellites that would broadcast news, information and communication around the world, it would be a company owned by his family which would be the beneficiary. Upon his father's death, he moved to Adelaide, where he took over the Adelaide News, which he built into a formidable earner. He then bought numerous papers around the world, continuing his dream until he had amassed a huge network of newspaper, television, theatrical and television assets around the world. One of the most brilliantly told tales of the book is when

Rupert went back to the Herald & Weekly Times in his home town of Melbourne and made an offer for the company. After much toing and froing, he bought the company for several billion dollars. "He bought the house his father built". What makes this book a must buy is that it reads like a long term plan of the News Corporation.

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