



Inside Rupert's Brain

Paul La Monica

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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?

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Angie Dean:

Spent a free time to be fun activity to do! A lot of people spent their leisure time with their family, or their particular friends. Usually they doing activity like watching television, about to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Might be reading a book can be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of publication that you should read. If you want to try out look for book, may be the e-book untitled Inside Rupert's Brain can be great book to read. May be it may be best activity to you.

Randall Yang:

A lot of people always spent their own free time to vacation or maybe go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that's look different you can read a book. It is really fun for yourself. If you enjoy the book that you simply read you can spent the whole day to reading a guide. The book Inside Rupert's Brain it is rather good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. If you did not have enough space to develop this book you can buy often the e-book. You can m0ore simply to read this book out of your smart phone. The price is not too costly but this book possesses high quality.

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