



# Rupert Murdoch: The Untold Story of the World's Greatest Media Wizard

*Neil Chenoweth*

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## **Rupert Murdoch: The Untold Story of the World's Greatest Media Wizard** Neil Chenoweth

If you want to understand how modern media has changed the world, this is the one book you must read.

Rupert Murdoch is the man everyone talks about but no one knows. He's everywhere, a larger-than-life media titan who has spent a lifetime building his company, News Corporation, from a small, struggling newspaper business in Australia into an international media powerhouse. Rupert Murdoch charts the real story behind the rise of News Corp and the Fox network: the secret debt crises and family deals, the huge cash flows through the offshore archipelagos, the New York party that saved his empire, the covert government inquiries, the tax investigations, and the bewildering duels with Bill Gates, Ted Turner, Gerry Levin, Ron Perelman, Newt Gingrich, cable king John Malone, Michael Eisner, Tony Blair, and televangelist-turned-diamond-miner Pat Robertson.

Murdoch's story, however, is more than just how one man built a global business. Rupert Murdoch is both a biography of Murdoch the man (including the divorce from his wife, Anna; his remarriage to a woman young enough to be his granddaughter; and the struggle between his two sons for eventual control of the family holdings) and a "follow the money" investigation that reveals how he has managed to have such a huge impact on the communications revolution that promises to utterly transform life in the twenty-first century.

The investigation concentrates on Murdoch's three great campaigns: in the 1980s, when his determination to launch an American television network overturned the media industries of three countries; in 1997, when Murdoch took on every broadcasting group in America; and the process of reinventing himself since then, culminating in his bid to win DirecTV from General Motors.

This is the saga of the man who has stalked, infuriated, cajoled, threatened, and spooked the media industry for three decades, whose titanic gambles have shaped and reshaped the media landscape. Win or lose, Murdoch is the man who has changed everything. And Neil Chenoweth is the right person to tell the story: In 1990 he wrote a magazine article that prompted a secret Australian government inquiry into Rupert Murdoch's family companies, and he's been on the Murdoch case since then. Chenoweth reveals what no person ever has about the man (and the company) who is probably the most significant media player of them all.

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