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Sommario/riassunto	To determine how and why Pulitzer turned the unsuccessful New York World into the most widely read and probably the most prosperous newspaper in the country, Professor Juergens isolates and analyzes the special qualities of Pulitzer's new style of journalism. Originally published in 1966. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.