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Nota di contenuto	Contents; Acknowledgements; Murdoch family tree; Murdoch company names; 1. The passing of the Murdoch era?; 2. Building the empire: From Adelaide to Hollywood and almost to Beijing; 3. Midas of the media: Murdoch's business strategy; 4. Midas's lost touch: The business case against Murdoch; 5. From Lenin to Palin: The making of a radical conservative; 6. The enthusiastic player Murdoch's early political involvements; 7. The passionate player: Thatcher, Reagan and beyond; 8. The dominant player: Murdoch ascendant; 9. Reaping the rewards: Murdoch and government action; 10. The market for truth 11. The Republic of Fox12. Those who live by scandal; 13. The roots of scandal; Notes; References; Index
Sommario/riassunto	Tony Abbott thinks that Rupert Murdoch is one of the most influential Australians of all time and that we should support our 'hometown hero'. Murdoch, who has mainly lived in New York since 1973 and renounced his Australian citizenship in order to move into American TV, has aroused much more controversy than most hometown heroes.

This comprehensive book traces his business career, the entrepreneurial strategies that led to his early success and his later exercises of monopoly power. It dissects his political ideas, the relish with which he approaches political campaigning, and the way he lever
