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Nota di contenuto	Cover -- Title -- Dedication -- Contents -- Acknowledgements -- Prologue -- Part I -- 1 Growing up amid the sawmills -- 2 Getting started -- 3 Going it alone -- 4 The business of business -- 5 Eat drink man woman: The struggle to leave behind cigarettes, alcohol and fatty food, save a marriage and maybe a life -- Part II -- 6 The big fella -- 7 How to lose everything-and get it back -- 8 How to deal with Jeff Kennett and come away without too many bruises -- 9 How to survive the dot-com bust -- 10 The Murdochs -- 11 How to survive a media feud -- Part III -- 12 How to give away 10 million -- 13 Stage left: Life in the arts 14 Bugs and the Blues15 How to do an epic lunch -- 16 Lighting up a room: Getting to know Xanana and Kirsty Sword Gusmao -- 17 People I've met -- Part IV -- 18 The media: Where it's come from and where it's going -- 19 A toolkit for young entrepreneurs -- 20 The greatest juggle of all: Work/life balance -- 21 How to walk away gracefully: Succession -- 22 Love and marriage -- Epilogue -- Tributes -- Index -- Copyright.
Sommario/riassunto	When Harold was sixteen, he secured a job at a Melbourne advertising agency just by virtue of having travelled the furthest for the interview. Living Large traces Mitchell's journey as media buyer inside several agencies to his brave decision to start in 1976 his own media-buying operation, a radical and, to the established agencies, highly unpopular move. Mitchell went on to become Australia's biggest media buyer. His business journey led to close friendships with the two Kerrys, Packer

and Stokes, and a long relationship with the Packer family. His passion for the arts saw him experience so.
