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Virtual Murdoch: Reality Wars on the Information Highway

Neil Chenoweth

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Virtual Murdoch: Reality Wars on the Information Highway Neil Chenoweth
In the summer of 2000, Rupert Murdoch is weeks away from realising his life's dream. Three years ago, he set out to challenge every media group in America and he failed. Now unexpectedly the last wave of the tech stockmarket boom has given him a second chance. Murdoch's gamble is to change the way the world communicates. His plan will establish himself as the most powerful media figure on the planet and put him in direct conflict with Bill Gates. With time running out, Murdoch must beat Gates to the Premier League television rights, then float the world's biggest satellite platform on Wall Street before the market falls over. Battling cancer, his family fraying while the empire falters, Murdoch will do whatever he must to make this final, greatest gamble work.

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