



Media Man: Ted Turner's Improbable Empire

By Ken Auletta

WW Norton & Co. Paperback. Book Condition: new. BRAND NEW, Media Man: Ted Turner's Improbable Empire, Ken Auletta, Ted Turner revolutionized television. Foreseeing cable's potential in its infancy, he parlayed a tiny UHF station in Atlanta into a national superstation, invented CNN, and transformed sports teams and the MGM film library into lucrative programming. Ken Auletta, the most respected media journalist in America, enjoyed unparalleled access to the outspoken and defiant Turner in writing this book (named one of BusinessWeek's Top Ten Books of 2004), capturing the visionary businessman as he built-and lost-his improbable empire.



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