



Media Moguls (Communication and Society)

Michael Palmer, Jeremy Tunstall

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The emergence of a few powerful individuals in control of large sections of mass communication industries has coincided with world-wide media de-regulation. In the first book to take a close look at media moguls as a species, Jeremy Tunstall and Michael Palmer show how a handful of own-and-operate entrepreneurs run their empires with a highly eccentric and highly political management style.

Individuals such as Berlusconi, Hersant, and Murdoch, in France, Germany, Italy, Britain and the US, are considered in the context of the changing European media industry. The book considers other, non-mogul trends: the emergence of a European media policy and a European-US-Japanese world media industry.

Additional case studies focus on Reuters as a news-and-data super-agency and the part played by advertising and other media lobbies in shaping media policy.



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