



# The Curse of the Mogul: What's Wrong with the World's Leading Media Companies

*Jonathan A. Knee, Bruce C. Greenwald, Ava Seave*



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**If Rupert Murdoch and Sumner Redstone are so smart, why are their stocks long-term losers?**

We live in the age of big Media, with the celebrity moguls telling us that "content is king." But for all the excitement, glamour, drama, and publicity they produce, why can't these moguls and their companies manage to deliver better returns than you'd get from closing your eyes and throwing a dart? *The Curse of the Mogul* lays bare the inexcusable financial performance beneath big Media's false veneer of power.

By rigorously examining individual media businesses, the authors reveal the difference between judging a company by how many times its CEO is seen in SunValley and by whether it generates consistently superior profits. The book is packed with enough sharp-edged data to bring the most high-flying, hot-air filled mogul balloon crashing down to earth.



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