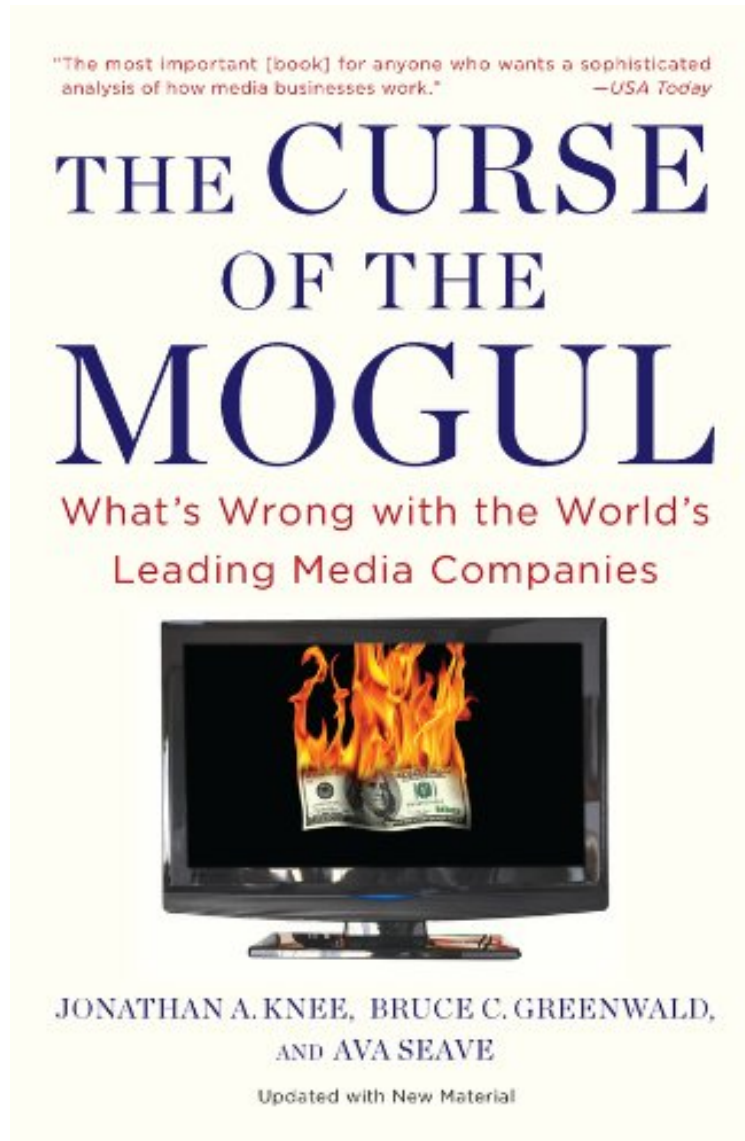


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The Curse of the Mogul: What's Wrong with the World's Leading Media Companies

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

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0 of 0 people found the following review helpful. It's all about efficiency and building competitive advantagesBy Jay L.The Curse of the Mogul identifies step-by-step the systematic problems that result in poor shareholder returns at the

world's leading media companies. Author Jonathan Knee provides a quick and inspiring read and offers six real suggestions to improve the performance of media companies. This book reinforces many beliefs I started to formulate in my head concerning the future of the media industry, particularly the thesis of content as king. The reason I find the book invaluable is that it builds a logical case study pointing out problems plaguing the media industry and attempts to offer solutions to overcome these problems.0 of 0 people found the following review helpful. Required readingBy Justyna MignaniFor any serious media and telecom analyst. Companies mentioned: Comcast, Disney, Verizon, CBS, Liberty, Viacom, Fox etc. Well thought out.0 of 1 people found the following review helpful. How true it is!By Tc WangAs a venture investor, this book has revealed the "common sense".When management becomes arrogant and self-centered, then the downfall will follow.This is especially true when the barrier of entry is low and competitors can easily come in."The Curse of The Mogul" - for "moguls" are surrounded by people who are eager to please the "boss", inflates the boss's ego. After a while, the Mogul has been brain washed and thinks he is Midas. Then the downfall starts!

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.