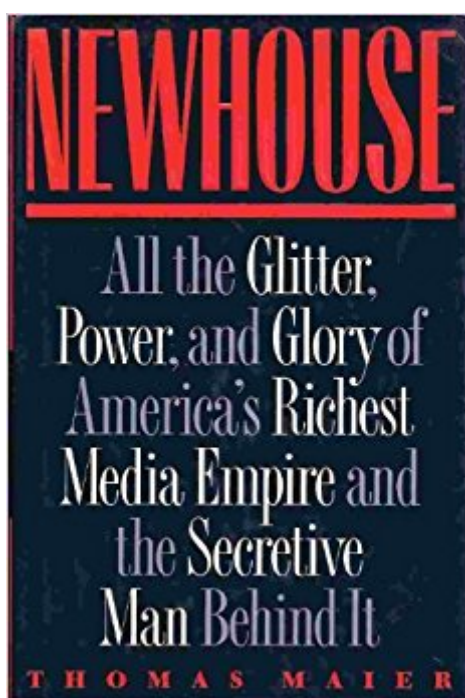


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Newhouse: All The Glitter, Power And Glory Of America's Richest Media Empire And The Secretive Man Behind It



Synopsis

The fascinating story behind intensely secretive Si Newhouse's powerful, thirteen-billion-dollar media empire is revealed through the exhaustive research of a New York Newsday business and investigative reporter. Major ad/promo.

Book Information

Hardcover: 446 pages

Publisher: St Martins Pr; 1st edition (October 1994)

Language: English

ISBN-10: 0312114818

ISBN-13: 978-0312114817

Product Dimensions: 1.8 x 6.5 x 9.5 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 3.2 out of 5 stars 3 customer reviews

Best Sellers Rank: #872,440 in Books (See Top 100 in Books) #169 in [Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry](#) #1421 in [Books > Biographies & Memoirs > Professionals & Academics > Journalists](#) #1552 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#)

Customer Reviews

Samuel I. Newhouse Jr., generally known as Si, is not only one of the richest men in the U.S., he also heads its most powerful media company, Advance Publications, which owns a chain of high-visibility magazines, the Random House companies, newspapers and cable-TV interests. He is also, by his own choice, little known to the public, so a book about him, his personality, interests and remarkable influence is very much in order. Maier, a New York Newsday reporter, labored mightily to penetrate the veil Newhouse has established between himself and the world, and has come up with as thorough an account as an outsider probably could write of the Newhouse career: his early uncertainties in the shadow of a dynamic and demanding father, his growing skills in managing the magazine empire that never much interested Sam senior, his eventual triumphs in acquiring the kinds of properties-Random House, the New Yorker-his father would have delighted in. It is all here-the victorious struggles with the IRS over taxes, the ups and downs at Vogue, the relaunch of Vanity Fair, the New Yorker troubles and eventual triumph, the reshaping of Random from a largely literary house to a mega-publisher. The writing is patchy, too often shoving the reader in the required direction; there are too many repetitions and longueurs (Tina Brown, clearly the most

quotable of his interviewees, takes over whole chapters). But the book is conscientious, accurate and fair-minded, and gives the reader much to ponder about the virtually unquestioned power that belongs to the Newhouse family. Photos not seen by PW. Copyright 1994 Reed Business Information, Inc.

Although it revolves around S.I. ('Si') Newhouse Jr., this is in fact a fast-moving, deftly written family saga. Advance Publications, Inc., the business that made the Newhouses multibillionaires, includes Random House books, Conde Nast magazines, and various newspapers and cable television properties. Maier, a reporter for New York Newsday, highlights themes of power and change, focusing on Si Newhouse as he emerges from the shadow of his father, Sam, the family patriarch, and on the companies Si takes over. It is instructive to compare the Random House described here with the company in Bennett Cerf's *At Random* (1977). Maier's tone is one of grudging admiration for Newhouse, though often critical of his editorial judgment. Particularly enlightening are examinations of Tina Brown's editorships at *Vanity Fair* and *The New Yorker* and how the Newhouses outmaneuvered the U.S. government in a billion-dollar tax case. For all media collections. Bruce Rosenstein, "USA Today" Lib., Arlington, Va. Economics Copyright 1994 Reed Business Information, Inc.

This is a biography as much of a media empire as it is of a man. While Maier spends as much time as he can on the private side of S.I. Newhouse Jr., he in the end focus on what is most seen of this most private of media moguls-- his media properties. Maier uses the device of choosing figures and brands important to Newhouse history (Roy Cohn, Random House, Tina Brown, the *New Yorker*) and spending a chapter on each one, tracing their history in relation to both Newhouse and Advance Publications. While a good device for giving a thorough overview, be warned that it does make for a slightly disconnected read. I found that I had to flip back through the chapters to remember how events relating to particular chapters related to each other in time. Nonetheless, one of the more complete media biographies you are likely to encounter and a must read if interested in magazine history.

Poorly written hatchet job.

The book shows how American media are controlled by a single family company. It owns many of the famous and influential publishing companies, magazines, and newspapers. It is a very

dangerous situation that American media are under control by the handful people. As a matter of fact, the author mentioned in the paperback edition that the Newhouse company banned any mention of this book in their publications. The book, which won the 1995 "best media book" prize, seems to be neglected, but this is a very important book that more people should read. A sole purpose of media isn't a simple means of entertainment for people, and isn't mere profit organizations for the owner either. Media have the responsibility to execute the social role, and its fair execution is questionable under such a monopoly situation. The author proposes not-for-profit newspapers, and I believe it is time to consider to go back to such a fundamental point. Through various incidents the Newhouse company have initiated, the book leads us to consider what media mean to us. It is a very good book to think what true journalism means to us.

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