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## **Amazon.com: The Return of the Moguls: How Jeff Bezos and ...**

Though “moguls” often carries a negative connotation, Kennedy understands how publically traded corporations have decimated their newsrooms in the chase for profits, and many welcome the wealth of Amazon’s Jeff Bezos and Boston Red Sox owner John Henry as they try to keep the newspapers they bought (the Washington Post and Boston Globe respectively) afloat.

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"Exhaustively researched and authoritatively written, The Return of the Moguls gives readers a bird's-eye view and an important understanding of the ongoing efforts -- ambitious and in some cases, downright courageous -- to reconstruct that business model while introducing us to some of the key people engaged in that enterprise."-- "Boston Globe" "Kennedy collects insights from case studies of three American newspapers, arguing that wealthy, civic-minded owners are key to the survival of ...

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## **The return of the moguls : how Jeff Bezos and John Henry ...**

Kennedy's latest book, *The Return of the Moguls: How Jeff Bezos and John Henry Are Remaking Newspapers for the Twenty-First Century*, was published in 2018 by ForeEdge. His previous book, *The Wired City: Reimagining Journalism and Civic Life in the Post-Newspaper Age* (2013), examines the rise of the New Haven Independent and other digital-only community news organizations.

## **About the Book - Media Nation - By Dan Kennedy**

# Access Free The Return Of The Moguls How Jeff Bezos And John Henry Are Remaking Newspapers For The Twenty First Century

It's called, "The Return of the Moguls." Hi, Dan. Dan Kennedy: Hi, Barbara. Howard: So you lay out the problem in your book — in just nine years from the year 2005 to 2014, combined print and digital ad revenues nationwide plummeted from almost \$50 billion to just about \$20 billion.

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Chuck Morse is joined by Dan Kennedy, author of The Return of the Moguls: How Jeff Bezos and John Henry are Remaking Newspapers for the Twenty-First Century. Left-Right Radio with Chuck Morse ...

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The Return of the Moguls chronicles a story in the making. Is a return to old-style individual ownership sparking a renaissance for the newspaper business, and if so, how? + Google Calendar + iCal Export. Details Date: March 10, 2018 Time: 2:00 pm - 3:30 pm Cost: \$5.00

## **Dan Kennedy, "The Return of the Moguls"**

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