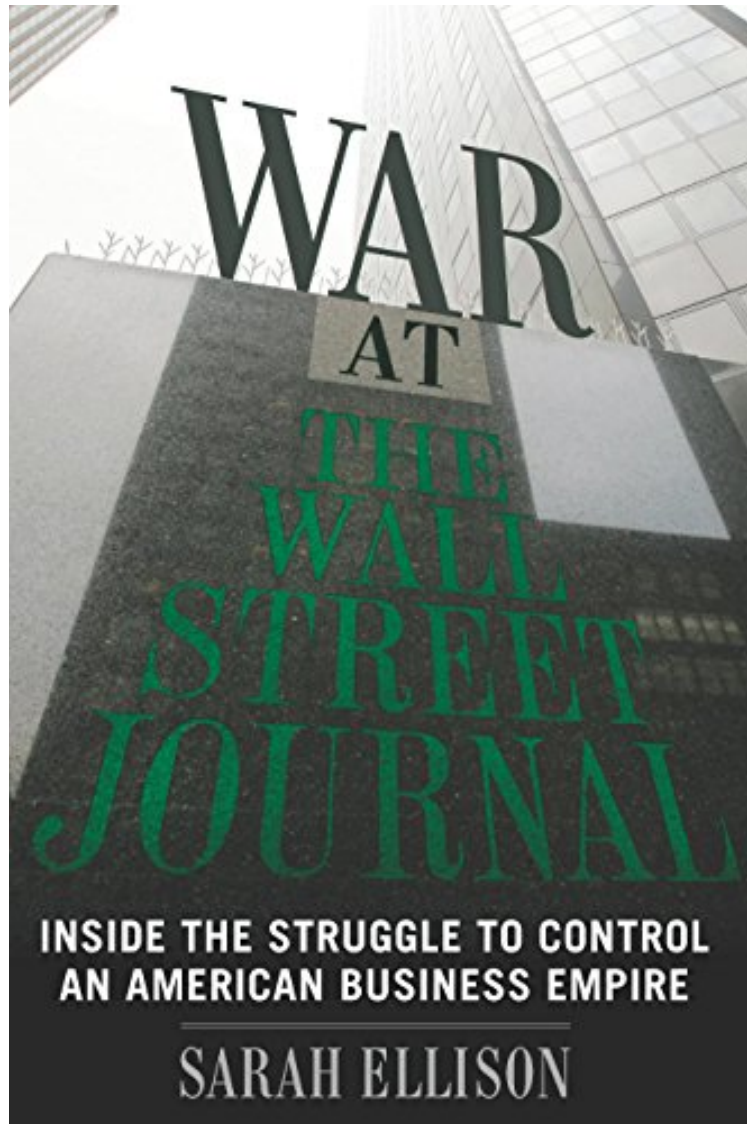


(Get free) War at the Wall Street Journal: Inside the Struggle To Control an American Business Empire

# War at the Wall Street Journal: Inside the Struggle To Control an American Business Empire

*Sarah Ellison*

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**Sarah Ellison : War at the Wall Street Journal: Inside the Struggle To Control an American Business Empire** before purchasing it in order to gauge whether or not it would be worth my time, and all praised War at the Wall Street Journal: Inside the Struggle To Control an American Business Empire:

22 of 22 people found the following review helpful. A classic business tale with an ending yet to be determined...By S. McGee You know a book is really good when... you are on an express subway train and you don't realize you've passed your stop until it pulls out of the station. And you don't even mind that it's going to take you an extra 40 minutes to get

home, because that will give you more time to dig into the book...That's the test that Sarah Ellison's gracefully-written and impeccably-researched chronicle of the battle for the control of and the soul of the Wall Street Journal passed with flying colors this past weekend. True, I had a vested interest in the subject, given that I spent the better part of 14 years toiling at the same newspaper (leaving 8 years ago) and knowing many of the characters involved. Ultimately, this book is itself a tribute to the "old" Wall Street Journal -- a detailed, careful saga that avoids getting bogged down in arcane details about family trusts and the newspaper's history and focusing on "showing" rather than "telling" the reader how a dysfunctional family, an ambitious media mogul and perhaps willfully blind newspaper editors collided, producing a dramatic change in the nature of a century-old American institution, The Wall Street Journal. Ellison presents everything from inside glimpses of the 'morning meeting' at the paper (complete with the posturing and game-playing of ambitious bureau chiefs and editors) to an inside glimpse of Rupert Murdoch's life, from slavish bellboys to the interior of his private plane. It's business journalism at its best; a worthy heir to books such as Barbarians at the Gate and Den of Thieves. Ellison is a former Journal reporter who had longstanding relationships with many of the key players in the drama; she also got access to the Murdoch family and to Robert Thomson, Murdoch's new lieutenant at the helm of the Journal, as well as to key members of the Bancroft family. The result is a well-rounded narrative that doesn't skip over any twist or turn in the story of how the Wall Street Journal went from being a "public trust" in the hands of the Bancrofts to a feather in the cap of Rupert Murdoch, who had long coveted it. At its heart, the story is one of an impossible conundrum that now faces every newspaper in America: how to remain profitable in the Internet era. Under the Bancrofts, the Journal may have retained its cherished independence, but without the resources to undertake the projects that made it famous. Under Murdoch, the future remains murky; the resources are there, but is there a vision? One of the best features of this book is that Ellison lays out the evidence and allows readers to judge for themselves, although her conclusion hints at her own view of the way that subtle changes that fall short of editorial interference can still result in a very different kind of newspaper product. Even if you're not enamored of business books, this could be the one to change your mind. The portraits in words of the various players, from JP Morgan Chase dealmaker Jimmy Lee, with his slicked-backed hair and his suspenders, to the haggard-looking Marcus Brauchli, ousted WSJ managing editor, are impeccable and often either hilarious or poignant. Very highly recommended. Full disclosure: Ellison was a colleague, although we never worked together on stories/projects. Neither she nor her publisher provided me with a copy of this book, nor did they solicit a review. 1 of 1 people found the following review helpful. Towering ego depreciates 120+ yr old financial paper By Greeny Author Sarah Ellison rose to the tremendous challenge of producing the best book available on the Murdoch purchase of The Wall Street Journal. In some ways this story represents America. The paper won the Pulitzer Prize 33 times, yet succumbed to loss of vision of its inheritors combined with the fact that its industry is dying. Its editorial section lost its shine within about 4 months. I think Ellison's descriptions of the Bancroft family and Rupert Murdoch and the effects of both on the paper's culture were excellent. Many characters presented in this story seem like a blur to me now. It was difficult for me to keep up with the constant introduction of new characters and maintain my pace through this book. 0 of 0 people found the following review helpful. WSJ before and after Rupert Murdoch By Phyllis Twain I read WSJ every day for many years. It was like having coffee as a part of each morning. WSJ after Murdoch is totally different. Recommend for all WSJ readers.

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change. While working at the Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch's kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch's crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is — maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power.