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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.

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The authors point to the example of mogul Lew Wasserman, who produced excellent shareholder returns by creating a focused factory in MCA/Universal. Between 1959 and 1990, Wasserman's company produced an average annual return of more than 15 percent, compared with the 5 percent annual increase in the Dow Jones Industrial Average.

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