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internet. If only

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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

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Moguls Dan Kennedy  
was interviewed at the  
National Press Club 's  
Book Fair. He talked  
about his book, The  
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Kennedy's latest book,  
The Return of the  
Moguls: How Jeff Bezos  
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Remaking Newspapers  
for the Twenty-First  
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in 2018 by ForeEdge.  
His previous book, The  
Wired City:  
Reimagining Journalism  
and Civic Life in the  
Post-Newspaper Age  
(2013), examines the

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rise of the New Haven  
Independent and other  
digital-only community  
news organizations.

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

From "The Return of  
the Moguls": In his  
message to  
Washington Post staff  
members the day that  
the purchase was  
announced, Bezos  
alluded to an infamous  
moment during

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Watergate when Nixon  
henchman John  
Mitchell barked at  
Bernstein that “Katie  
Graham’s gonna get  
her tit caught in a big  
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particularly damaging  
story were published.

### **The Return of the Moguls - Media Nation**

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## **The Return of the Moguls: How Jeff Bezos and John Henry ...**

Like most of the great punk bands of Maine in the 80s, The Moguls never made it south of the Piscataqua River,



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and never had a

record. The Return Of

The Moguls features

many Moguls "hits"

such as "13 Wrong

Turns", and "My Car's

In The Junkyard And

I'm In The Boneyard",

along with newer three-

chord operas "Love Me

Like You Mean It", and

"Hey, Hey Rapunzel".

### **The Return Of The Moguls!**

His new book is called

"The Return of the

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Moguls.” Barbara  
Howard Barbara  
Howard is the former  
anchor of WGBH’s All  
Things Considered.

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for the newspaper  
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