



High Wire Act: Ted Rogers and the Empire That Debt Built (Hardback)

By Caroline Van Hasselt

John Wiley and Sons Ltd, United Kingdom, 2007. Hardback. Book Condition: New. 229 x 163 mm. Language: English . Brand New Book. There has possibly never been a more daring business figure in Canada s history than Ted Rogers. Hailed by some as a visionary with an incomparable insight, and equally loathed by others as a ruthless opportunist, Ted Rogers relentlessly conquered his rivals in three industries - radio, cable television and cellular telephony. High Wire Act is an unprecedented, in-depth analysis into how Ted Rogers, driven by the psychological need to restore his family s name, leveraged his stake in a small Toronto FM radio station and propelled it into a media and telecommunications behemoth worth over \$23 billion. The many topics covered in the book include details on Rogers . * Unmatched ability to foresee the convergence of cable and telephony before anyone else did * Insatiable appetite for debt and risk taking, and how he bet his company three times to carry out his vision * Shrewd political and regulatory maneuvers that always kept him one step ahead of his competitors and political adversaries such as Bell and the Aspers * Opportunistic acquisition of the Toronto Blue Jays...



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