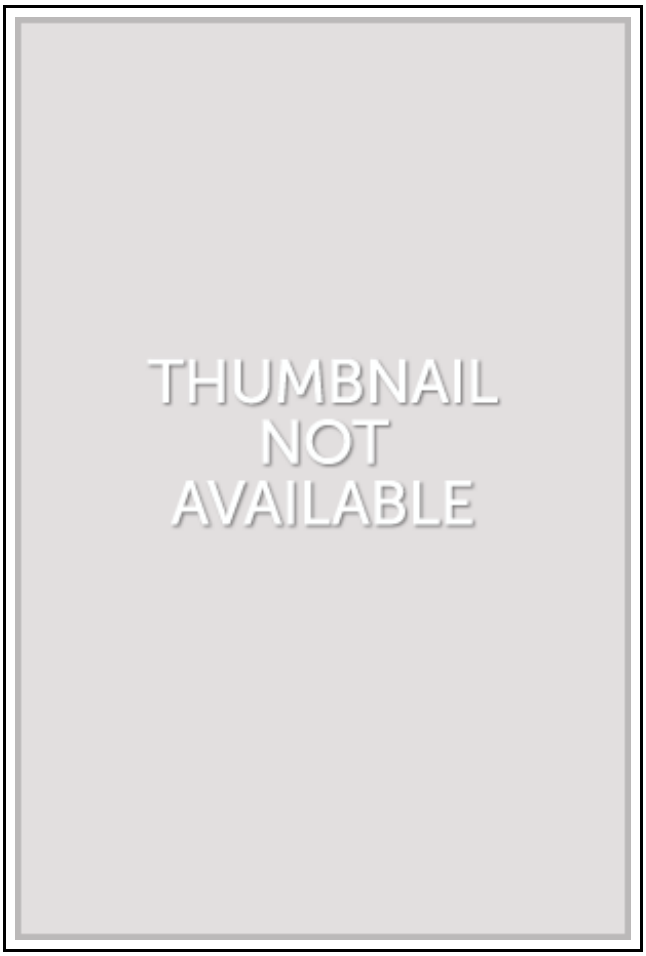
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John Wiley and Sons Ltd, United Kingdom, 2007. Hardback. Book Condition: New. 229 x 163 mm. Language: English . Brand New Book. There has possibly never been a more daring business figure in Canada s history than Ted Rogers. Hailed by some as a visionary 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 High Wire Act is a fascinating and one-of-a-kind look into one of Canada s most audacious and visionary business figures of the past fifty years. Every Canadian business reader will be enthralled by this enduring success story of Canada s only true telecommunications mogul.

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