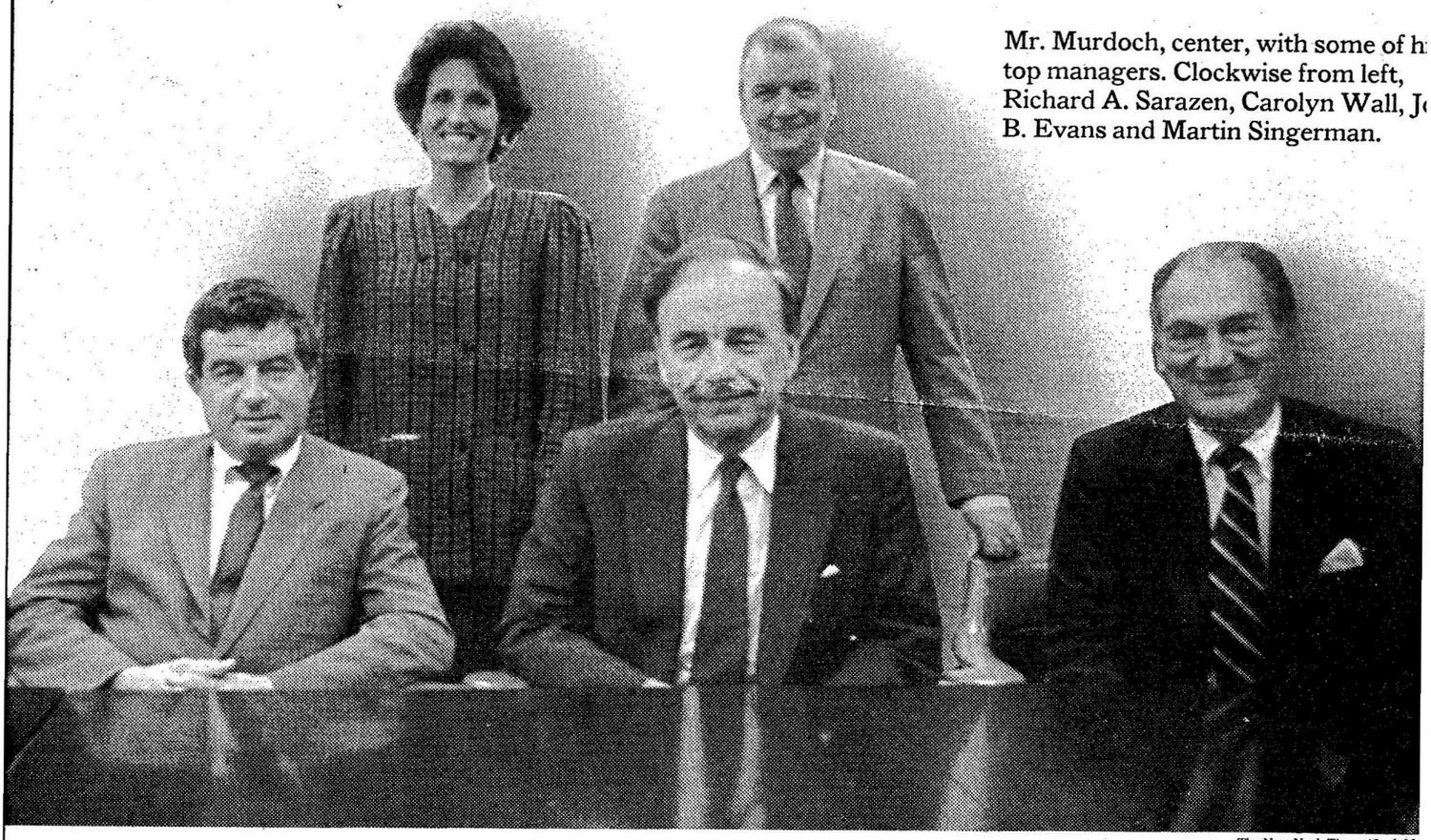
The New York Times
Business
Sunday, August 1

How Murdoch Makes It Work



Mr. Murdoch, center, with some of h top managers. Clockwise from left, Richard A. Sarazen, Carolyn Wall, J B. Evans and Martin Singerman.

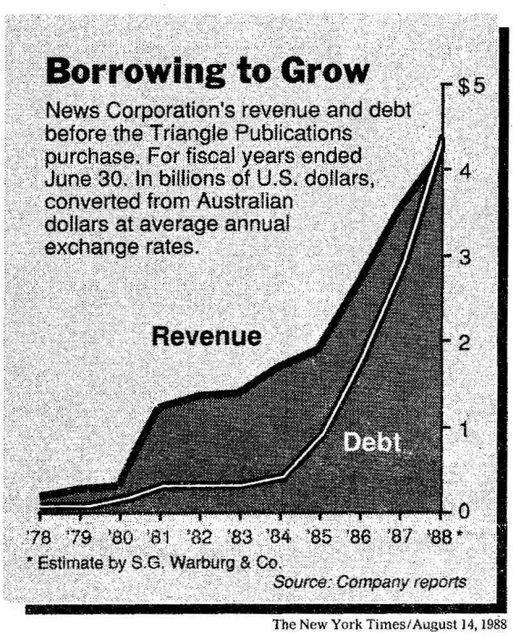
The New York Times/Jack Ma

is tools: heavy leverage, dependent managers nd a real zest r doing deals.

By ALBERT SCARDINO

RUPERT MURDOCH has not lost his ability to astound. Mr. Murdoch, who has gobbled up publishing and entertainment properties in re-rkably large bites, announced his biggest deal yet week: an agreement to buy Triangle Publications, lisher of TV Guide, from Walter H. Annenberg for billion.

The deal was the largest takeover ever on the nt side of the communications industry — and it nediately set off a new round of speculation about Murdoch, whose fearlessness and speed have de him a near-legend on three continents.



The New York Times/August 14, 1988

The fuss about Mr. Murdoch can be boiled dc two basic questions: How does he do it? And does he go from here?

The answers to the "how" may be simple one would expect, and the answers to the "w may come sooner than anyone outside the Mu organization imagined. One confidant hinted th next big acquisition may be announced earl week. "Stay by your phone over the weekend advised.

To run the maze of corporations, joint ve and partnerships Mr. Murdoch has created, he on a handful of close advisers who trace their as tion with him to his arrival in the United States ir That was the year he bought the San Antonio Ex News and created The National Star, a weekly t newspaper sold at supermarkets.

"If you can claim affiliation with The Star like having come over on the Mayflower," said J Evans, the British-born president of Murdoch I zines who does not count himself among the pilg He found his way into the company as a classifi salesman for the Village Voice in the days befo Murdoch bought that paper.

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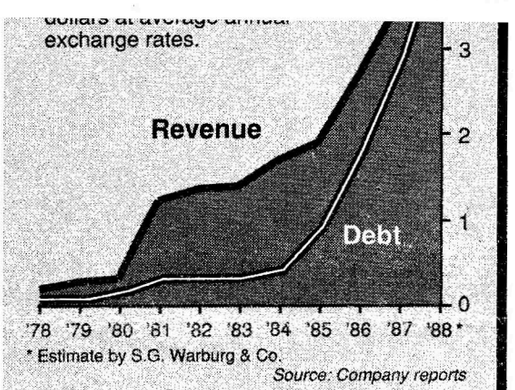

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