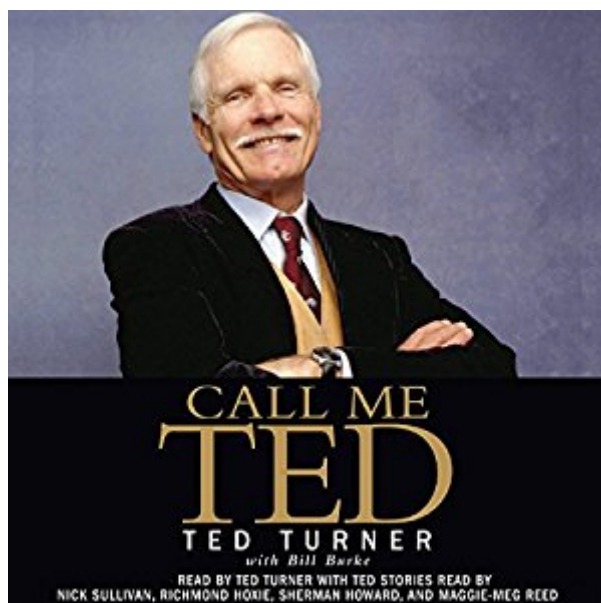


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Call Me Ted



Synopsis

"Early to bed, early to rise, work like hell and advertise!" These words of fatherly advice helped shape Ted Turner's remarkable life, but they only begin to explain the colorful, energetic, and unique style that has made Ted into one of the most amazing personalities of our time. Along the way - among his numerous accomplishments -- Ted became one of the richest men in the world, the largest land owner in the United States, revolutionized the television business with the creation of TBS and CNN, became a champion sailor and winner of the America's Cup, and took home a World Series championship trophy in 1995 as owner of the Atlanta Braves. An innovative entrepreneur, outspoken nonconformist, and groundbreaking philanthropist, Ted Turner is truly a living legend, and now, for the first time, he reveals his personal story. From his difficult childhood to the successful launch of his media empire to the catastrophic AOL/Time Warner deal, Turner spares no details or feelings and takes the reader along on a wild and sometimes bumpy ride. You'll also hear Ted's personal take on how we can save the world...share his experiences in the dugout on the day when he appointed himself as manager of the Atlanta Braves....learn how he almost lost his life in the 1979 Fastnet sailing race (but came out the winner)...and discover surprising details about his dealings with Fidel Castro, Mikhail Gorbachev, Jimmy Carter, Bill Gates, Jack Welch, Warren Buffett, and many more of the most influential people of the past half century. Ted also doesn't shrink from the darker and more intimate details of his life. With his usual frankness, he discusses a childhood of loneliness (he was left at a boarding school by his parents at the tender age of four), and the emotional impact of devastating losses (Ted's beloved sister died at seventeen and his hard-charging father committed suicide when Ted was still in his early twenties). Turner is also forthcoming about his marriages, including the one to Oscar-winning actress, Jane Fonda. Along the way, Ted's friends, colleagues, and family are equally revealing in their unique "Ted Stories" which are peppered throughout the book. Jane Fonda, especially, provides intriguing insights into Ted's inner drive and character. In CALL ME TED, you'll hear Ted Turner's distinctive voice on every page. Always forthright, he tells you what makes him tick and what ticks him off, and delivers an honest account of what he's all about. Inspiring and entertaining, CALL ME TED sheds new light on one of the greatest visionaries of our time. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

I had forgotten about what an amazing life Ted Turner has had, from winning the America's Cup (as the skipper) to winning the World Series (as an owner) and building the cable industry. His is an inspiring story and the personal side is interesting as well. I have read many of the big business biographies, and some are more substantive and rewarding than others. This one is worth reading. If you are interested in the history of the media business from the 1960's on, particularly in the creation of cable, you will be interested. If you are interested in entrepreneurial stories in general, I think this will be rewarding. And I think along the way you will get interested in Turner as a person as well. I zipped through it in two nights (not because it was short but because I was interested). If I could change the book at all I might have had him pause more and explain at greater length some of his transitions from conservative to liberal and from Christian to agnostic. That would have been interesting but I think he wanted to focus on the business stuff, which I suppose is smart.

Overall I thought the book was well worth it. It's a quick and entertaining read. The book steps through Ted's life from adolescence to adulthood. It shows you hard work and perseverance can pay off. In the wake of his father's suicide and the imminent sale of the family billboard company, Ted turned things around and made his dad proud. Quickly moving into radio, and finally Television, he also made a name for himself in the world of professional yacht racing. Too bad he didn't have me around to tell him merging with AOL was a bad idea ;) As with the case of most "outliers", Ted was in the right place at the right time doing the right things for "most" of his career. Undoubtedly this book proves once again "timing is everything"... Just the same, Ted seized these opportunities and made it happen. The guy even courted Jane Fonda and was successful.... definitely a person I would like to meet some day. Well played Ted, Well played..

This is one of my favorite biz biographies. Turner is one of the few man standing, that actually stands for something beyond himself. A true visionary, somebody that puts the interest of many before his. An eye opening for what really goes into lousy corporate mergers like AOL time Warner. A valuable lesson for the uprising trend of mediocre CEO's out there (like Bob Nardelli) which lead companies with no passion, vision, or direction whatsoever. Their real job is to satisfy their never ending greed. And yes, they all want to be bailed out of their sad mediocrity. Rupert Murdoch should have this book in his night-stand table. To remind himself, of how pitiful his success has been in the media industry, compared to a true legend like Ted Turner. Is not about the \$\$\$ Murdoch, is about the integrity of the news content. Felipe Pardo. Atlanta, GA

One of my favorite autobiographies. Ted Turner is a true visionary. I really like the one page commentaries at the beginning of each chapter by people who really know him.

Extraordinary book! A must read for an entrepreneur

I typically like autobiographies of famous business people. Ted Turner has been a larger than life character for numerous years. The book was fascinating because of the different experiences that Ted went through in his childhood and in his adult years. It is amazing that most of the affluent men could have lost everything if one turn in the company did not work out. Ted is someone who had been against Christianity, but in his book it seems that he takes back some of his comments. The CNN story was amazing and his desire to buy huge ranchers against America was interesting as well. He loves fly fishing which also seems appealing to me. Throughout the book, he is a energetic man who never stops and is always going. He was a workaholic through his early days which causes him to miss most of his kids early years. In his later years, it seems that he has a good relationship with his kids. By the end of the book, you kind of felt bad for him losing the majority of his money in the AOL-Time Warner merger and felt bad about him being kicked out of the company. Whatever you feel about him, when you put your whole life into something, it is sad to have no part in it any longer. It was truly a interesting and enjoyable read.

What an unbelievable unselfish guy who has dedicated his life to make a change in a very destructive and selfish world with which we all live in. The foundations and charity work which he runs has donated more money than most people in their life will never see. He has remained

unbiased even know he has the ability to persuade people with his views. He would be 1 person I would have over for dinner!!!!!!! Awesome

I'd been aware of Ted Turner for decades, but the book reminded me of his amazing accomplishments: Virtually inventing basic cable, owning the Braves, winning the America's Cup, donating \$1 billion to the UN, building his fortune to \$10 billion and losing 80% of it in about two years...It's always interesting, giving you insight into the man and to the changes in American business in the second half of the 20th century. To his credit, Turner lets other people weigh in on his narrative. Most of the anecdotes are positive, but every once in awhile someone will say "Ted's recollections of this incident are very different from mine," or ex-wife Jane Fonda saying that he was very needy and refused too much self-analysis... you gotta like him for allowing these things in his book. I read it over a weekend and it was really one of those couldn't-put-it-down experiences. Highly recommended.

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