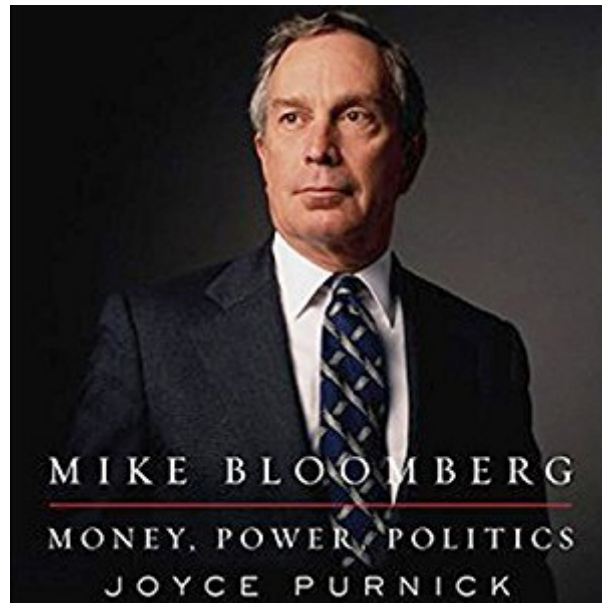


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# Mike Bloomberg: Money, Power, Politics



## Synopsis

Michael Bloomberg is not only New York City's 108th mayor; he is a business genius and self-made billionaire. He has run the toughest city in America with an independence and show of ego that first brought him great success and eventually threatened it. Yet while Bloomberg is internationally known and admired, few people know the man behind the carefully crafted public persona. In *Mike Bloomberg*, Joyce Purnick explores Mr. Bloomberg's life from his childhood in the suburbs of Boston, to his rise on Wall Street and the creation of Bloomberg L.P., to his mayoral record and controversial gamble on a third term. Drawing on her deep knowledge of New York City politics, and interviews with Bloomberg's friends, family, colleagues, and the mayor himself, she creates a textured portrait of one of the more complex men of our era.

## Book Information

Audible Audio Edition

Listening Length: 6 hours and 47 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: December 31, 2010

Whispersync for Voice: Ready

Language: English

ASIN: B004HOD1V0

Best Sellers Rank: #42 in Books > Politics & Social Sciences > Politics & Government > United States > Local #115 in Books > Audible Audiobooks > Biographies & Memoirs > Business Leaders #548 in Books > Audible Audiobooks > Biographies & Memoirs > Historical & Political Figures

## Customer Reviews

Journalists do not generally make good biographers. Their profession constitutes hasty writing on short deadlines and broad generalizations if not outright instant history. Hardly the stuff of reasoned evaluations of a person's life. Joyce Purnick's "Mike Bloomberg, money, Power, and Politics," is the exception. A long time City Hall reporter for The New York Times, where she covered Bloomberg on a daily basis as he served as mayor of New York in the aftermath of 9/11, Purnick has provided as accurate a portrait as is possible on a man who holds his financial empire close to his vest if not his political pronouncements. What drove Bloomberg, the son of an accountant for a milk company who

was reared in the small town of Medford, Massachusetts, a stone's throw from Harvard, was "A conspicuous ego and a fierce self-discipline...He competes not only against others but against himself." Luck, Pete Rose once said, is essential for success in baseball, and Purnick shows that luck is essential in developing a global financial empire as well. The world's preeminent purveyor of financial information through his Bloomberg terminals for financial traders and the Bloomberg Television network, Bloomberg accidentally hit on the need of a programmed computer system of financial information because of his own frustration with available information and developed such a program at night while on the payroll of Salomon Brothers. Bloomberg's large ego clashed with other large egos and was eventually forced out by office politics. An unforeseen \$10 million payout brought about by the buyout of Salomon Brothers made Bloomberg wealthy and he was able to use it to market his information terminals and build his empire.

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