



## Call Me Ted

By Ted Turner, Bill Burke

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**Call Me Ted** By Ted Turner, Bill Burke

**"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.

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## **Call Me Ted By Ted Turner, Bill Burke Bibliography**

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### Editorial Review

From Publishers Weekly

I don't spend a lot of time dwelling on the past or thinking about myself, Turner claims, but the media tycoon turns out to have a pretty good memory—except for certain events, like the death of his younger sister, which he admits he's suppressed completely. After dropping out of college, Turner worked his way up from the bottom of his father's billboard company, which he inherited when his father committed suicide, and then slowly turned it into an international media empire—an uphill battle he records in entertaining detail (I don't think of myself as losing, he says of the occasional setbacks, drawing on his experiences as a champion sailor. I'm simply learning how to win). Turner's version of events is frequently interrupted by supplementary Ted Stories from those closest to him, including his children and business colleagues—even competitors. These commentaries are not always complimentary; in two passages, ex-wife Jane Fonda candidly discusses the psychological blocks she believes keep him from achieving full emotional and spiritual intimacy. There's little to challenge Turner's provocative reputation, but his reflections reveal the depth of calculation behind his career as a so-called loose cannon. (Nov. 11) Correction: The correct publisher of *The Empathy Gap*, reviewed Oct. 27, is Viking.

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Review

"Turner's personality infuses every page of 'Call Me Ted.'" (*USA Today*)

"One of the best business books of 2008." (*USA Today*)

"Mr. Turner is surprisingly candid...There is a remarkable lack of regret in Mr. Turner's writing, or of defensiveness...Mr. Turner's mantra seems to be to keep moving on." (*The Economist*)

"The new memoir *Call Me Ted* makes the Mouth of the South seem like a pleasant-even modest!-creature." (*The Daily Beast* Michael Korda)

About the Author

Ted Turner is one of America's most famous and successful businessmen.

### Users Review

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**Gregory Stclair:**

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