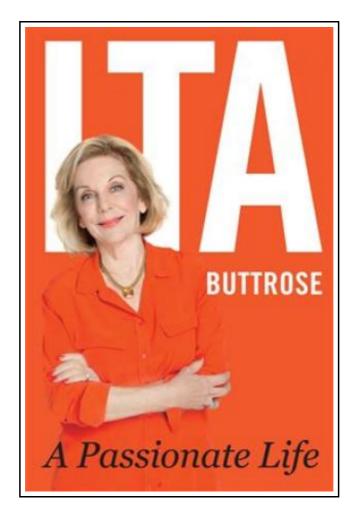
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PASSIONATE LIFE, A



Penguin Aus., 2012. Paperback. Book Condition: New. 1. 12.9 x 19.8 cm. Kerry Packer described her as a 'dedicated and brilliant journalist who has achieved greatness in her industry very early and so quickly' and 'a jewel beyond price'. Cold Chisel wrote a song about her. Rupert Murdoch was so impressed by her talents, he asked her to be the editor-in-chief of both the Daily and Sunday Telegraphs? and in doing so, become the first woman ever to edit a major Australian metropolitan newspaper. In her extraordinary career, spanning over fifty years, Ita Buttrose has been involved in every aspect of the media, from newspapers and magazines to television and radio and now, electronic publishing. From her creation of a new type of women's magazine in Cleo and then ITA, to her appointment as the youngest-ever editor of The Australian Women's Weekly (a distinction she still holds today), a passionate love of journalism has driven her every step of the way.Refreshingly candid about the challenges she has faced as a professional woman, not only in her career but also in her love life and as a mother, A Passionate Life describes those ground-breaking years with Ita's trademark clarity, precision and wit.In this substantially revised and expanded edition, Ita also shares her views on current affairs and the state of the media today, including an insider's perspective on the Murdoch empire. We hear about her significant recent contribution to various health awareness campaigns, particularly Alzheimer's Australia; her coverage of the 2011 royal wedding; her new incarnation as a rap star; the making of Paper Giants and her recent venture into the new territory of electronic publishing. An appealing and lively autobiography by one of Australia's most distinguished journalists, A Passionate Life will strike a chord with working women everywhere. Paperback.



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