

Citizen Turner

The Wild Rise of an American Tycoon

By Robert and Gerald Jay Goldberg
Harcourt Brace, \$27.00

The life of Ted Turner, "half visionary, half crackpot, and all-American character," is so colorful that this father-son team must have had trouble holding their book to 525 pages. The Goldbergs do a marvelous job telling of this "world-class narcissist" who preaches family values while flaunting his infidelity. From his sailing obsession to his stunning business fortunes, his loudmouthed ownership of sports teams and groundbreaking guidance of cable channels, Turner's "wild rise" has yet to plateau.

Payback

The Conspiracy to Destroy Michael Milken And His Financial Revolution

By Daniel Fischel
HarperBusiness, \$25.00

Lawyer Fischel's aim is to exonerate his former clients, including Michael Milken and Charles Keating, who took advantage of lawmakers' loopholes to bilk taxpayers of billions back in the 1980s. Fischel draws on right-wing ideologues' free-market theories to make the unconvincing case that Milken—who "should be viewed as the ultimate personification of the American dream"—was the martyred victim of a government-media conspiracy. Provocatively outlandish. *Payback* is a flailing effort to justify its author's years wasted defending high-stakes thievery.

Crisis in Candyland

Melting the Chocolate Shell of the Mars Family Empire

By Jan Pottker
National Press, \$23.95

Considering Pottker's difficulty getting inside this most closemouthed of companies, the lively *Crisis* is mostly fair and evenhanded in describing the overly prudent business practices of the Mars family, whose behavior "starts at unattractive, moves towards creepy and oscillates all the way to peculiar." Lack of gossip keeps the focus on Mars' "chocolate war" with Hershey—a war that, after 75 years, Hershey seems to be winning.

The Agency

William Morris and the Hidden History of Show Business

By Frank Rose
HarperBusiness, \$30.00

This beautifully designed, smoothly written volume describes the origins and history of the star-making William Morris Agency, its waxing and waning with the show-biz tides since 1898. But Rose's is one behind-the-scenes chronicle that won't capture most imaginations: There's little glamour in *The Agency's* backroom executive tales, and it's just not all that compelling to read of Kevin Costner's decision to switch to Creative Artists Agency.

Behind the Wheel at Chrysler

The Iacocca Legacy

By Doron P. Levin
Harcourt Brace, \$25.00

Levin's chronicle of the troubled No. 3 automaker begins like an exposé of egomaniacal Lee Iacocca but goes on to

recount Chrysler's history, profile the company's top personalities, analyze the industry's failure to anticipate Japanese strategies, and more. It's too much to cram into 354 pages. Though *Behind the Wheel* reads easily and helps deflate Iacocca's balloon a bit more, it's not the definitive work Levin clearly hoped for.

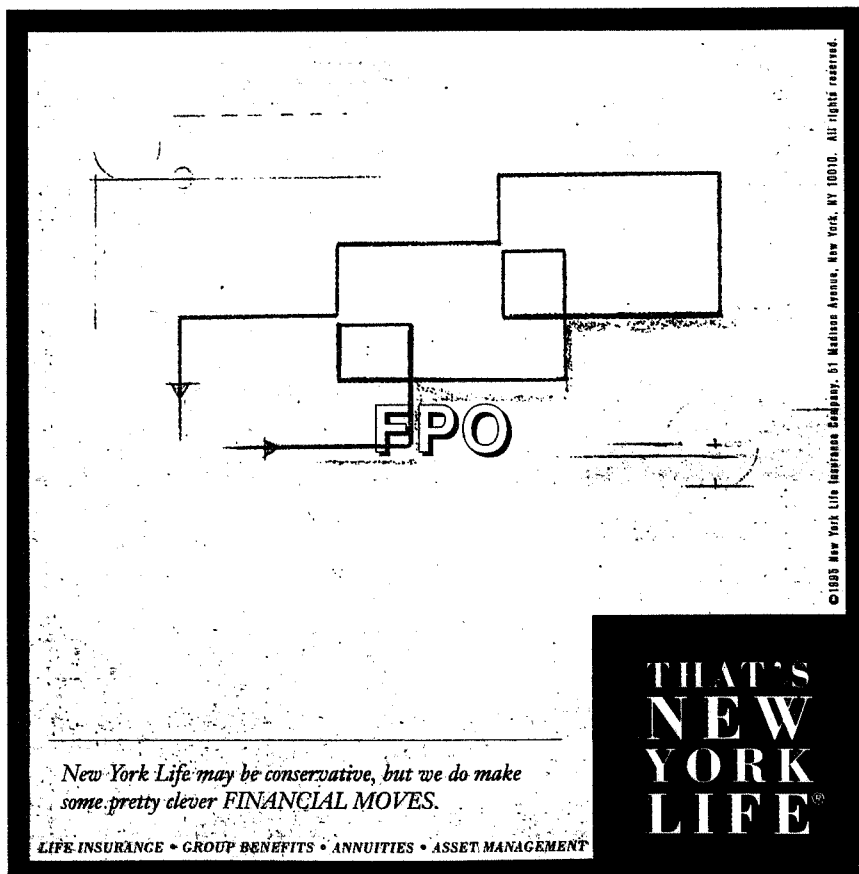
War of the Worlds

Cyberspace and the High-Tech Assault on Reality

By Mark Slouka
Basic, \$20.00

This short book, "a speed bump on the fiber-optic highway," attempts to slow the no-questions-asked burgeoning of cyberspace, which too often insulates people from one another rather than drawing them together. Concise and pointed, *War* argues for a real-world perspective about the Net; it raises crucial questions about the corporate-driven cyberspace expansion and goes far toward answering them.

—MATTHEW BUDMAN



©1995 New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010. All rights reserved.

THAT'S
NEW
YORK
LIFE®

New York Life may be conservative, but we do make some pretty clever FINANCIAL MOVES.

LIFE INSURANCE • GROUP BENEFITS • ANNUITIES • ASSET MANAGEMENT