



Henry R. Luce and the Rise of the American News Media

James L. Baughman

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In this concise biography of the twentieth century's most influential magazine publisher, James L. Baughman describes Henry R. Luce's career and assesses his lasting contributions to American journalism. In 1923, Luce founded Time, an innovative magazine that revolutionized the news media. He went on to start such magazines as Fortune, Life, and Sports Illustrated. Baughman challenges the widely held assumption that Luce wielded extraordinary political power through his publications. His real significance in American history, Baughman concludes, lay instead in his impact on the press. Even as new technologies transform journalism once again, Luce's legacy continues to influence how the news is reported and understood. In a new afterword, Baughman chronicles the history of Time Inc. since its mergers with Warner and AOL.

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