

Murdoch: Man Of The People?

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They say money talks and when it does you can be sure Rupert Murdoch is listening. Sorry to post twice in a row on the great man but today he has again made news media history. When was the last time you can remember a major media mogul actually changing his mind in the face of public opinion? Mr Murdoch's [decision](#) to pull the plug on the OJ Simpson "If I Did It" book and TV shows is a remarkable reversal.

□ The public outrage that swept America is proving such a PR disaster that he has had to tell his people to dump this 'ill-considered project'. But before anyone starts to gloat at Rupert we should consider two things. Firstly, could this book have been published in the UK? And secondly, isn't it marvellous how the media market can work to promote good taste and public common sense?

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