



El tigre: Emilio Azcárraga y su imperio Televisa (Spanish Edition)

Andrew Paxman, Claudia Fernández

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"¡Nuestra televisión es Disneylandia! ¡Es de hombres guapos y mujeres hermosas! ¡Vendemos sueños, no vendemos realidades!" **EMILIO AZCÁRRAGA MILMO**

Desde su aparición en 2000, con más de 70 mil ejemplares vendidos, *El Tigre* se ha convertido en un clásico del periodismo contemporáneo en nuestro país: se trata de la primera biografía no autorizada de un hombre de negocios mexicano. Fruto de media década de investigación y de más de 200 entrevistas, *El Tigre* aborda no sólo la trayectoria de Emilio Azcárraga Milmo, sino que da cuenta de la historia de una nación desde la perspectiva del desarrollo de los medios de comunicación y su relación con las élites políticas.

Se comprueba en esta edición revisada la gran vigencia del trabajo de Claudia Fernández y Andrew Paxman, con el que han contribuido de manera notable al continuo debate sobre la regulación de los medios, el feudalismo del sector privado y la influencia socio-cultural de Televisa. En un nuevo prefacio, se analizan, entre otros asuntos, el papel que desempeñó la televisora en el regreso del PRI a Los Pinos en 2012 y los retos que afronta el heredero del imperio: Azcárraga Jean.

"Este libro demuestra cómo, en la segunda mitad del siglo XX, la presidencia sin límites del viejo sistema autoritario mexicano estuvo sostenida por dos monopolios: un partido corporativo de Estado -el PRI-, y una enorme empresa que se constituyó en la fuente principal, casi única, de noticias e interpretación de la realidad para el grueso de los mexicanos: Televisa."

LORENZO MEYER, historiador y politólogo

"No exagero si afirmo que Fernández y Paxman inauguran con esta obra un género del periodismo mexicano. La biografía inédita, sin prejuicios maniqueístas, explora por igual luces que sombras, debilidades que fortalezas."

RICARDO ROCHA, periodista

Nueva edición, revisada y actualizada

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