



The Untold Story: My 20 Years Running the National Enquirer

Lain Calder

Download now

[Click here](#) if your download doesn't start automatically

The Untold Story: My 20 Years Running the National Enquirer

Lain Calder

The Untold Story: My 20 Years Running the National Enquirer Lain Calder

The flashing bulbs of the paparazzi. The iconic names: Liz, Michael Jackson, Jackie O, Jen and Brad. Americans are obsessed with the famous and the beautiful their lives, loves, break-ups, and breakdowns. From Entertainment Tonight to People, from primetime to the E! channel, our appetite for celebrity news is seemingly insatiable. But in the beginning only the National Enquirer went boldly where other publications feared to tread.

In this no-holds-barred account of the most infamous tabloid in America, Iain Calder, its former editor-in-chief, tells all. Over the course of a career that spanned four decades, Calder brought the lurid newspaper to new heights, dramatically raising circulation by combining his streetwise journalist background with the genius of Enquirer publisher Generoso Pope, Jr.

Calder was born in a small village in Scotland, left school at sixteen, and rose through the ranks of the Glasgow newspapers. His intense work ethic, ruthless tricks to throw competitors off his scent, and nose for a story served him well, and he was tapped to head the Enquirer's London bureau. At that point, the lowly Enquirer was a collection of gory photos of car crashes and murder victims, but Calder corralled the best freelance journalists in Europe and started honing the formula that would transform the tabloid: a unique mix of celebrity scandal, hard-nosed reporting, and feel-good stories. Pope moved him to the American offices of the Enquirer, and the duo transformed the tabloid and, in the process, American journalism.

Calder exposes the stories behind the headlines and the wickedly intrepid Enquirer tactics for getting the scoops. With Calder at the helm, the National Enquirer ran the infamous shot of Gary Hart and Donna Rice and the record-breaking photo of Elvis in his coffin. And it was the New York Times that dubbed the Enquirer "the Bible" of the O.J. Simpson trial after reporters infiltrated O.J.'s inner circle. From the contents of Henry Kissinger's trash and the identity of John Belushi's drug dealer to Princess Grace's tragic death, the Enquirer told us what inquiring minds wanted to know as it took celebrity news from the back pages to the front pages and television screens of mainstream publications and programs.

Calder re-creates the exhilaration of being at the Enquirer during its most extraordinary period and details the way he and his staff broke the biggest exclusives of the day. At its core, The Untold Story is also a love letter from Calder to the glorious tabloid he helped create.

 [Download The Untold Story: My 20 Years Running the National ...pdf](#)

 [Read Online The Untold Story: My 20 Years Running the Nation ...pdf](#)

Download and Read Free Online The Untold Story: My 20 Years Running the National Enquirer Lain Calder

From reader reviews:

Buddy Stewart:

In this 21st millennium, people become competitive in every single way. By being competitive today, people have to do something to make them survive, being in the middle of the actual crowded place and notice simply by surrounding. One thing that oftentimes many people have underestimated the item for a while is reading. Yep, by reading a publication your ability to survive enhance then having chance to stand than other is high. In your case who want to start reading some sort of book, we give you this specific The Untold Story: My 20 Years Running the National Enquirer book as beginner and daily reading reserve. Why, because this book is more than just a book.

Raymond Floyd:

This The Untold Story: My 20 Years Running the National Enquirer are usually reliable for you who want to become a successful person, why. The reason of this The Untold Story: My 20 Years Running the National Enquirer can be on the list of great books you must have is actually giving you more than just simple examining food but feed anyone with information that probably will shock your prior knowledge. This book is handy, you can bring it almost everywhere and whenever your conditions both in e-book and printed versions. Beside that this The Untold Story: My 20 Years Running the National Enquirer forcing you to have an enormous of experience for example rich vocabulary, giving you trial of critical thinking that we all know it useful in your day exercise. So , let's have it and revel in reading.

Jaime McKenney:

The publication with title The Untold Story: My 20 Years Running the National Enquirer has lot of information that you can find out it. You can get a lot of advantage after read this book. That book exist new understanding the information that exist in this reserve represented the condition of the world now. That is important to you to be aware of how the improvement of the world. This particular book will bring you inside new era of the globalization. You can read the e-book with your smart phone, so you can read the idea anywhere you want.

Kyle Smallwood:

Reserve is one of source of knowledge. We can add our knowledge from it. Not only for students but in addition native or citizen need book to know the up-date information of year for you to year. As we know those textbooks have many advantages. Beside we all add our knowledge, could also bring us to around the world. With the book The Untold Story: My 20 Years Running the National Enquirer we can take more advantage. Don't one to be creative people? To become creative person must love to read a book. Only choose the best book that suited with your aim. Don't possibly be doubt to change your life at this time book The Untold Story: My 20 Years Running the National Enquirer. You can more inviting than now.

**Download and Read Online The Untold Story: My 20 Years
Running the National Enquirer Lain Calder #TKBUA235YLD**

Read The Untold Story: My 20 Years Running the National Enquirer by Lain Calder for online ebook

The Untold Story: My 20 Years Running the National Enquirer by Lain Calder Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Untold Story: My 20 Years Running the National Enquirer by Lain Calder books to read online.

Online The Untold Story: My 20 Years Running the National Enquirer by Lain Calder ebook PDF download

The Untold Story: My 20 Years Running the National Enquirer by Lain Calder Doc

The Untold Story: My 20 Years Running the National Enquirer by Lain Calder Mobipocket

The Untold Story: My 20 Years Running the National Enquirer by Lain Calder EPub