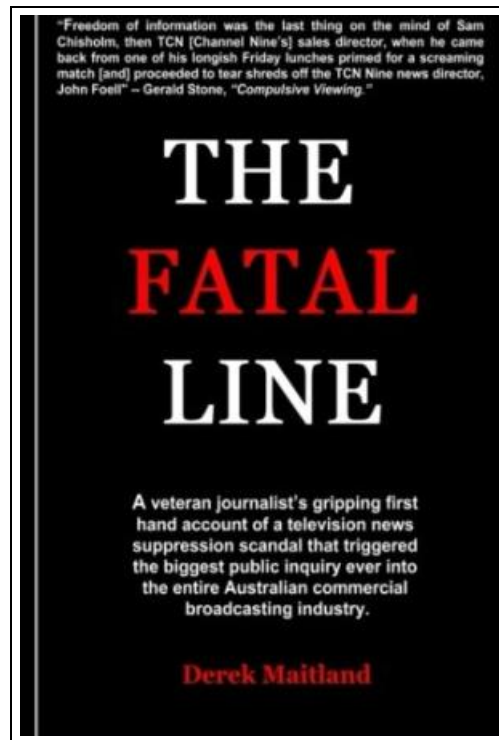


The Fatal Line (Paperback)



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Reviews

Thorough information! Its such a good study. Sure, it is perform, still an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Evie Emmerich)

THE FATAL LINE (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Fatal Line is Derek Maitland s gripping expose of collusion, corruption, perjury and betrayal that triggered the biggest, most wide-ranging public inquiry ever held into the commercial television and radio industry of Australia -- and why virtually no Australian, nor anyone else, has ever read or heard of it. The drama began with a defiant stand by TV reporter Maitland and assistant news editor John Pemberton at Sydney s TCN Channel Nine against a belligerent, unethical and previously unheard-of act of news suppression - and attack on the strict independence of the station s news service -- forced by the advertising sales manager . But the impact of the two-man revolt went far beyond Channel Nine itself, leading to an exhaustive six-month public inquiry by the federal Broadcasting Control Board into why, not just Channel Nine, but the entire Australian commercial broadcasting industry, blacklisted a vital parliamentary report that directly touched the lives of millions of Australian consumers. The report dealt with the findings of a joint federal parliamentary investigation into the highly questionable advertising and marketing practices, and product pricing, of the two monoliths of the detergent and soap industry, Unilever and Colgate-Palmolive, and was highly critical of both corporations, charging them with promoting misleading lemon fresh and whiter than white advertising claims and over-pricing the products they were marketing into virtually every single household in Australia. Derek Maitland uses a skilfull orchestration of narration, analysis and cross-examination from the inquiry s official transcript to smoothly draw the reader step-by-step along The Fatal Line, underscoring the ruthless, retributive power of the industry forces arrayed against them - with no less than 11 QCs (Queen s Counsel) representing the...



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