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Xavier Niel est avant tout l'homme qui a inventé la Freebox, en 2002. Une première mondiale ! Avec elle, l'Internet coule dans les foyers comme l'eau du robinet, avec un prix fixe pour une consommation illimitée. Le reste suivra : la télévision, le téléphone, la VOD, les jeux en ligne... Le lancement a été chaotique, mais le succès fulgurant. Cela a permis à Free d'imposer sa technologie, son réseau, son tempo et de semer pour un temps ses concurrents.

Mais qui est Xavier Niel ? Voici le récit d'une aventure incroyable, celle d'un gamin de Créteil devenu milliardaire, d'un rebel mis à l'écart par l'establishment qui tutoie aujourd'hui les puissants. Depuis son coup de tête de septembre 2000 en Californie, "On va faire la box nous-mêmes", jusqu'à l'arrivée dans le mobile et l'école 42, le rachat du Monde et de L'Obs, les investissements dans les start-up et les télécom, la folle réussite d'Illiad, sa holding de tête, Xavier Niel a bâti en une décennie un empire des médias et de l'internet et une fortune non moins importante.

C'est sur ce parcours incroyable, ses réussites et ses zones d'ombre, que nous entraînent les auteurs au fil des chapitres de ce qui ressemble fort à la saga d'un ado renfermé et n'aimant pas l'école devenu un tycoon des médias et de la communication.

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