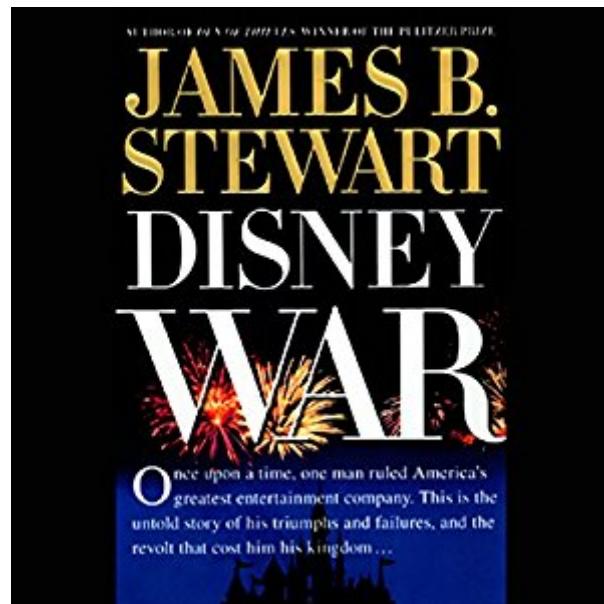


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# DisneyWar



## **Synopsis**

DisneyWar is the breathtaking, dramatic inside story of what drove America's best-known entertainment company to civil war. With access to both Michael Eisner and Roy Disney, company executives and board members, as well as letters and documents never before seen, James B. Stewart gets to the bottom of mysteries that have enveloped Disney for years. --This text refers to the Audio CD edition.

## **Book Information**

Audible Audio Edition

Listening Length: 25 hours and 47 minutes

Program Type: Audiobook

Version: Unabridged

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Whispersync for Voice: Ready

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## **Customer Reviews**

Mr Stewart does a brilliant job in telling the story of the Eisner years at Disney, the writing and journalism are top notch. The only thing is, you come away not really liking anyone involved. They all seem greedy and self-absorbed. Eisner himself comes off as a megalomaniac. After reading this book, I wouldn't cross the road to meet him. If there is a hero of this book it is poor Frank Wells, who died tragically in the middle of the story trying to make everyone happy.

Great book but it was so detailed that it was a very slow read. I got about halfway through and decided to do the free 30 day audible trial to listen to the second half as an audio book. It was a great choice, I wish I had just listened to the entire book.

Interesting and eye opening read. Disneyland may be the happiest place on earth but Disney corporate seemed far from it. I found myself laughing at some of Michael Eisner's antics, although I

am sure his former colleagues failed to see the humor. I would have loved to read more about the development of The Little Mermaid, Aladdin, Beauty and the Beast and the Lion King. At 620 pp, I wouldn't have minded 20 more pages covering these movies.

This is a very thorough history. My only regret is that it didn't continue through the end of the Eisner era and tell the story of Eiger's ascension. This is a case for a 'live book' that the author could update (at least a Kindle edition)!

A good read, and certainly one I couldn't put down (my backlog of daily blog reading suffered over the 3 days to finish it). Lots of details, leading to quite a few changed impressions (and, after only really knowing Ovitz's history as a bit of a jerk in negotiations as an agent, particularly from the Leno-Letterman era, found him to be a much more sympathetic character in this part of his life). About my only complaint is the moment it stopped, right in the middle of Spring, 2005 - I was hoping for a little more of an epilogue on Iger's successful transition and the subsequent recovery of Pixar (and ultimate loss of Miramax), as well as a bit of a conclusion to the building story of ABC's turnaround and Iger's focus on the parks. While the book talks about Iger's roles up to that point, it does little to connect the dots between his past support for Eisner in all things and his subsequent tremendous success as a leader once out of that shadow, since that hadn't happened at the time of publication.

The book is very engagingly informative. The quality, however, of the individual paperback book I received, published by Simon & Schuster Paperbacks and shipped and sold by , should be an embarrassment to both companies - at the very least in the area of quality control. I cannot read a few pages without a four-or-five page section of the book coming loose and falling in my lap or on the floor - purely through the act of gently turning pages while reading.. Apparently, the binding glue used, or the application of it, is at fault. While I understand is in some dispute over publisher royalties, or whatever, from "Kindle" versions of publisher output, and I have no doubt that everyone on the selling side would much prefer readers to switch to ordering electronic, rather than printed, versions of their product - both for obvious economic reasons - I can only hope that unloading inferior copies of printed books on innocent customers is not a deliberate part of an overall strategy to "help convince" those of us who prefer printed books to become screen scrollers and flickers if we happen to enjoy reading. I would hope such is not the case, because I otherwise love and the conveniences and comparisons and customer ratings it provides. At least on the surface, for me, so

far, it is a company that actually appears to care what its customers think, which unfortunately seems more and more unusual as time passes. So, I will give a rating based on the book's content. As to the crappy quality of the binding of the book itself, I won't give it a rating, because there is no such available rating as "If it weren't such a pain to do, I'd ask for my money back or a replacement".

James B. Stewart does a great job telling the story of Michael Eisner's fall at the Walt Disney Company. As a huge Disney fan, I found the book immensely entertaining. Mr. Stewart must have excellent sources because the stories that he tells about this tumultuous time in the Disney company are outstanding. When he said that Michael Eisner had a chance to read the book before it was published.....I was quite shocked. The book does not paint Mr. Eisner in a very favorable light at all. I read the entire book on my flight to and then back from Asia. Just couldn't put the book down on the flight. A great way to spend the 12 hours (each way) in the air.

Stewart does a thorough job of covering the rise and fall of Michael Eisner. His telling of the progress of the Disney empire from 1984 to 2004 is interesting and thought provoking. If you are a fan of the Disney brand and are interested in Eisner's abilities to revitalize the company and build the empire, this is worth the time. I found Stewart to be an interesting storyteller and his ability to keep my interest in the business side was exceptional. The last ten years of Eisner's reign is reminiscent of Macbeth, maybe because I happen to be in the middle of teaching the play to my students; but, the parallels are similar and intriguing. The book was written in 2005, so you will be left wanting. I would be interested to see Stewart's take on the rise of Bob Iger and just how he was able to come into a fractured executive environment and be successful.

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