



Disney War

James B. Stewart

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Once upon a time, one man ruled America's greatest entertainment company. This is the untold story of his triumphs and failures, and of the revolt that cost him his kingdom.

"When You Wish Upon a Star", "Whistle While You Work", "The Happiest Place on Earth", these are lyrics indelibly linked to Disney, one of the most admired and best-known companies in the world. So when Roy Disney, chairman of Walt Disney Animation and nephew of founder Walt Disney, abruptly resigned in November 2003 and declared war on chairman and chief executive Michael Eisner, he sent shock waves through the entertainment industry, corporate boardrooms, theme parks, and living rooms around the world, everywhere that Disney does business and its products are cherished.

DisneyWar is the breathtaking, dramatic inside story of what drove America's best-known entertainment company to civil war, told by one of our most acclaimed writers and reporters.

Here, too, is the creative process that lies at the heart of Disney, from the making of *The Lion King* to *Pirates of the Caribbean*. Even as the executive suite has been engulfed in turmoil, Disney has worked, and sometimes clashed, with a glittering array of stars, directors, designers, artists, and producers, many of whom tell their stories here for the first time.

Stewart describes how Eisner lost his chairmanship and why he felt obliged to resign as CEO, effective 2006. No other book so thoroughly penetrates the secretive world of the corporate boardroom. *DisneyWar* is an enthralling tale of one of America's most powerful media and entertainment companies, the people who control it, and those trying to overthrow them.

DisneyWar is an epic achievement. In its sudden twists, its vivid, larger-than-life characters, and its thrilling climax, it tells a story that might itself have been the subject of a Disney animated classic, except that it's all true.

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Wilson Gonzalez:

This DisneyWar is great guide for you because the content which is full of information for you who all always deal with world and still have to make decision every minute. This specific book reveal it facts accurately using great plan word or we can declare no rambling sentences inside. So if you are read it hurriedly you can have whole facts in it. Doesn't mean it only gives you straight forward sentences but tricky core information with splendid delivering sentences. Having DisneyWar in your hand like getting the world in your arm, information in it is not ridiculous a single. We can say that no publication that offer you world in ten or fifteen second right but this publication already do that. So , this is certainly good reading book. Hi Mr. and Mrs. occupied do you still doubt that?

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