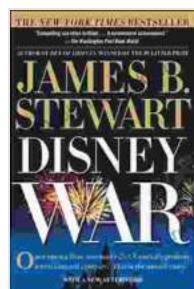
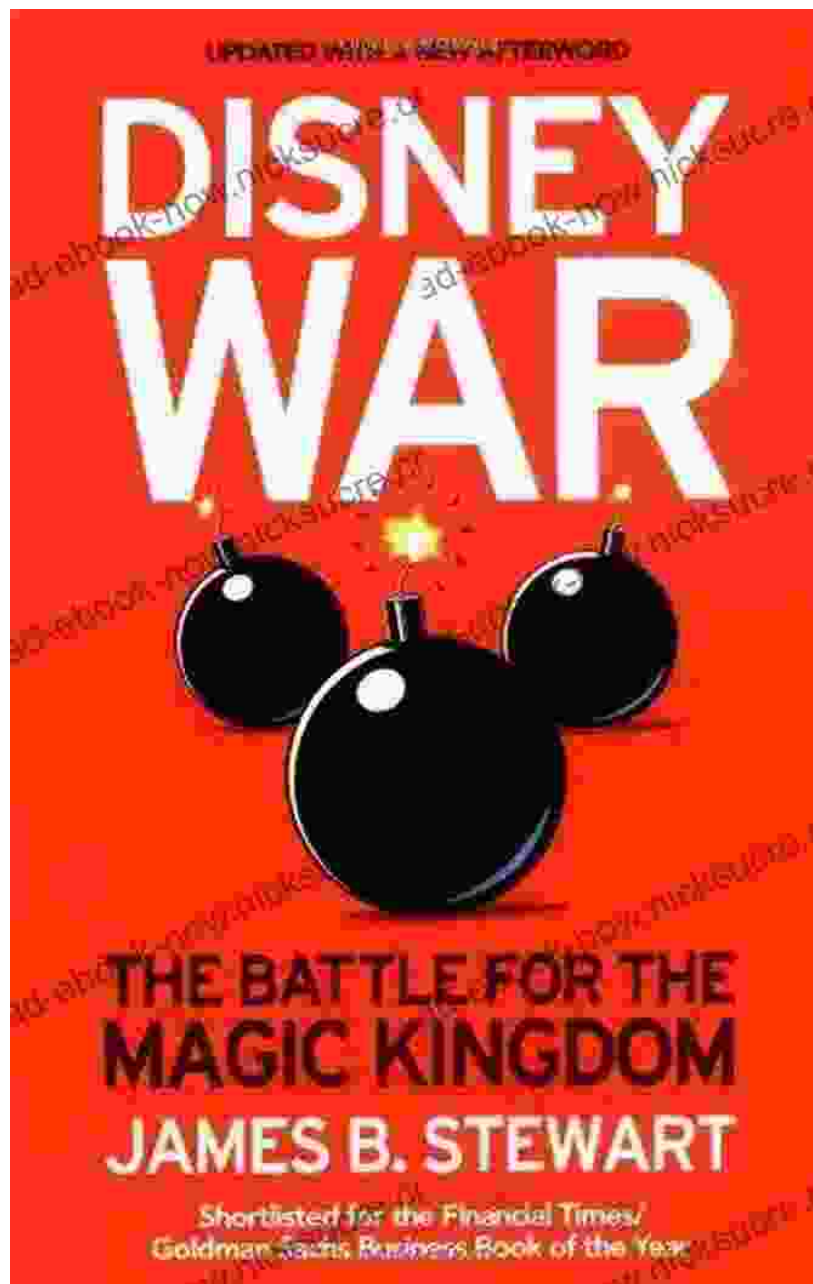


Disneywar: The Battle for the Magic Kingdom



DisneyWar by James B. Stewart

★★★★☆ 4.6 out of 5

Language : English

File size : 1265 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Enabled
Word Wise : Enabled
Print length : 620 pages



Disneywar: The Battle for the Magic Kingdom is a 2005 book by James B. Stewart that chronicles the behind-the-scenes power struggle between Michael Eisner and Roy E. Disney over the control of The Walt Disney Company. The book provides a fascinating look at the inner workings of one of the world's most iconic companies, and the personalities that shaped its destiny.

Michael Eisner

Michael Eisner was born in 1942 and grew up in a wealthy family in New York City. He graduated from the University of Pennsylvania and Harvard Business School, and began his career in the entertainment industry at ABC. In 1984, he was hired as CEO of The Walt Disney Company.

Eisner is a charismatic and ambitious leader, and he quickly set about transforming Disney into a global entertainment empire. He oversaw the creation of new theme parks, television networks, and movie studios, and he acquired other companies such as Pixar and Marvel. Under Eisner's leadership, Disney became one of the most successful companies in the world.

Roy E. Disney

Roy E. Disney was born in 1930 and is the nephew of Walt Disney. He grew up in California and attended Stanford University. After serving in the

Navy, he joined the family business and worked in various roles at Disney, including as head of the animation division.

Disney is a passionate believer in the legacy of his uncle, and he was concerned about the direction that Eisner was taking the company. He felt that Eisner was too focused on short-term profits and was neglecting the creative values that had made Disney great.

The Power Struggle

The power struggle between Eisner and Disney began in the early 2000s. Disney began to publicly criticize Eisner's leadership, and he rallied support from other Disney shareholders. In 2004, Disney and his allies launched a proxy fight to oust Eisner from the company.

The proxy fight was a bitter and divisive affair. Both sides accused the other of mismanagement and ethical violations. In the end, Eisner was able to defeat Disney's challenge, but the fight left the company deeply divided.

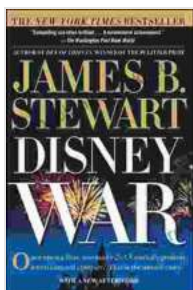
The Aftermath

Eisner remained CEO of Disney until 2005, when he was succeeded by Bob Iger. Iger has been credited with restoring morale at the company and returning it to its creative roots.

Disney died in 2009, but his legacy continues to influence the company. He is remembered as a passionate advocate for the creative values that made Disney great.

Disneywar is a fascinating look at the inner workings of one of the world's most iconic companies. The book provides a detailed account of the power

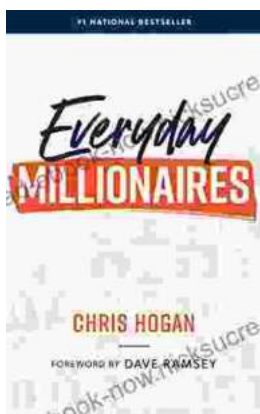
struggle between Michael Eisner and Roy E. Disney, and it offers insights into the personalities that shaped the company's destiny. Disneywar is a must-read for anyone interested in the history of business and entertainment.



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