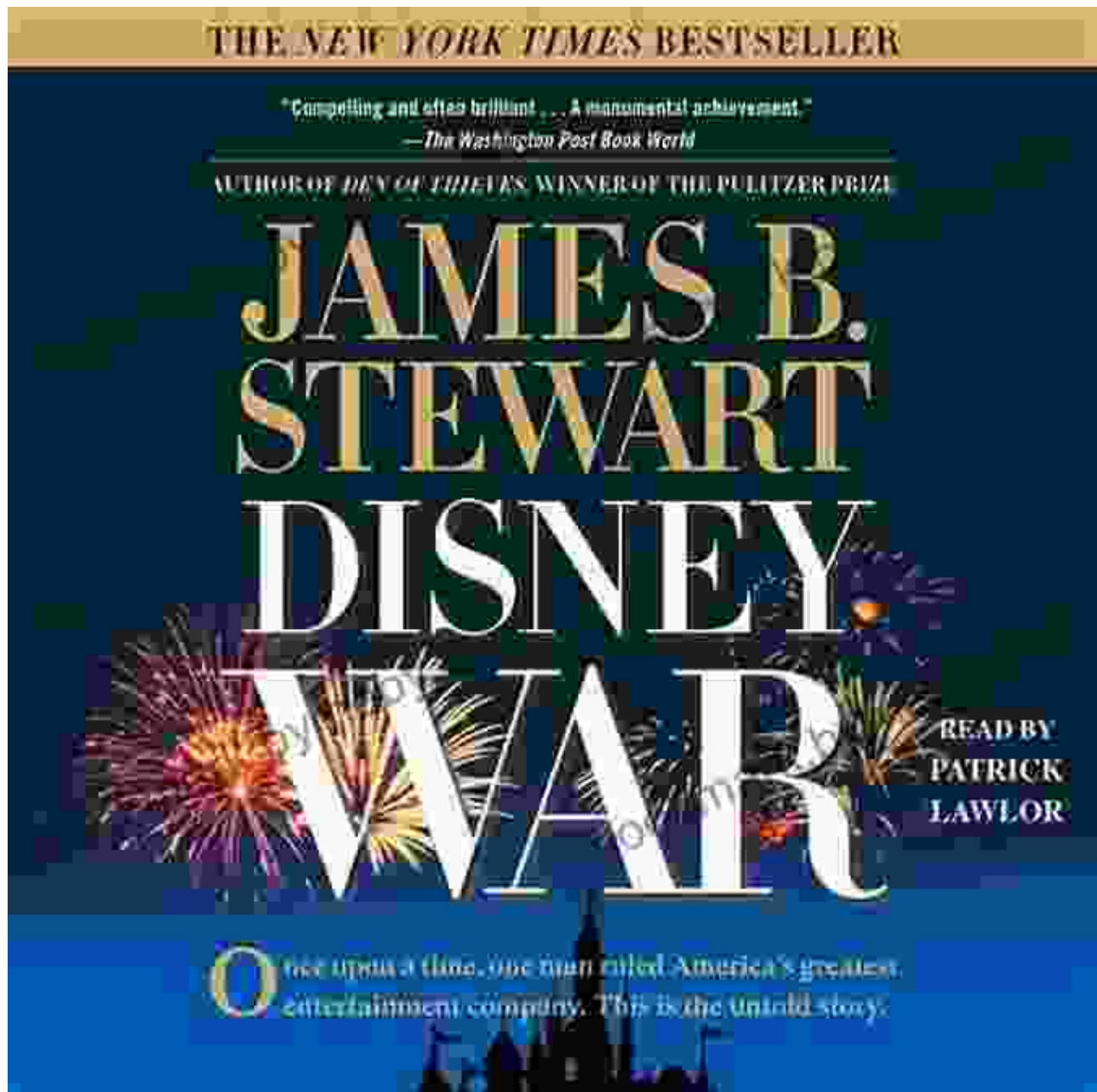
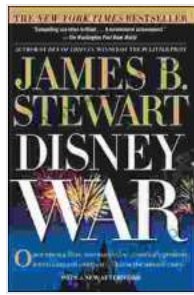


Disneywar: The Inside Story of Michael Eisner's Battles to Save Disney Animation and Defeat Roy E. Disney

By James B. Stewart





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



In the annals of American business, few companies have captured the public imagination like The Walt Disney Company. For generations, Disney has been synonymous with childhood, wonder, and innovation. However, behind the scenes, the company has often been embroiled in bitter power struggles and corporate intrigue.

One of the most dramatic and consequential of these conflicts was the "Disneywar" of the late 1990s and early 2000s. This bitter battle pitted CEO Michael Eisner against his former mentor and the company's namesake, Roy E. Disney. The outcome of this conflict would shape the future of Disney for years to come.

The Rise of Michael Eisner

Michael Eisner joined Disney in 1984, after a successful career at Paramount Pictures. He quickly rose through the ranks, becoming CEO in 1985. Under Eisner's leadership, Disney experienced a period of unprecedented growth and profitability. He oversaw the creation of new theme parks, resorts, and movie studios. He also acquired Pixar Animation

Studios, which would go on to produce some of Disney's most successful films.

However, Eisner's success came at a price. He was known for his aggressive management style and his willingness to make tough decisions. He was also criticized for his lavish spending and his focus on short-term profits over long-term growth.

The Disney Renaissance

The 1990s was a golden age for Disney animation. Under the leadership of Jeffrey Katzenberg, the Disney animation studio produced a string of critical and commercial hits, including "The Little Mermaid," "Beauty and the Beast," and "The Lion King."

However, Katzenberg clashed with Eisner over creative control and financial matters. In 1994, Katzenberg left Disney to form his own animation studio, DreamWorks. The departure of Katzenberg marked a turning point in Disney's animation history.

The Rise of Roy E. Disney

Roy E. Disney was the nephew of Walt Disney and a lifelong member of the company's board of directors. He was a strong advocate for traditional Disney values and was critical of Eisner's management style.

In 1997, Roy E. Disney resigned from the board and launched a public campaign to oust Eisner. He accused Eisner of destroying the company's creative culture and of alienating its loyal fans.

The Disneywar

The battle between Eisner and Roy E. Disney quickly escalated into a full-blown war. Both sides traded barbs in the media and launched lawsuits against each other. The conflict became so intense that it threatened to tear the company apart.

In 2003, Eisner finally agreed to step down as CEO. He was replaced by Bob Iger, who had previously served as president of ABC. Iger immediately set about repairing the damage that had been done during the Disneywar. He brought back many of the creative executives who had left during Eisner's tenure and refocused the company on its core values.

The Legacy of the Disneywar

The Disneywar was a watershed moment in the history of The Walt Disney Company. It exposed the deep divisions within the company and raised serious questions about Eisner's leadership.

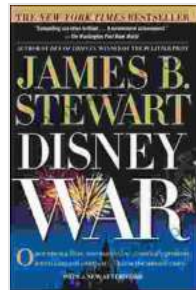
However, the conflict also had a positive outcome. It forced Disney to confront its own identity and to make some tough choices about its future. Under Iger's leadership, Disney has regained its creative mojo and is once again one of the most successful companies in the world.

The Disneywar is a fascinating and cautionary tale about the dangers of corporate hubris and the importance of staying true to one's values. It is a story that has been told many times, but it is one that is always worth revisiting.

James B. Stewart's book, "Disneywar," is the definitive account of this epic conflict. Stewart, a Pulitzer Prize-winning journalist, provides a gripping

insider's account of the power struggles, the corporate intrigue, and the personal betrayals that led to the Disneywar.

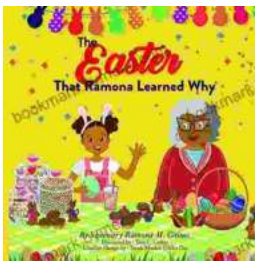
"Disneywar" is a must-read for anyone who is interested in business, media, or American history. It is a cautionary tale about the dangers of unchecked power and the importance of staying true to one's values.



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