

# Disneywar

## Disney War

Draws on extensive research and hundreds of interviews to document the fierce executive battle for control of the foremost entertainment company.

## Disneywar

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 Disney animation, abruptly resigned in November 2003 and declared war on chairman and chief executive Michael Eisner, he sent shock waves throughout the world. **DISNEYWAR** is the dramatic inside story of what drove this iconic entertainment company to civil war, told by one of America's most acclaimed journalists. Drawing on unprecedented access to both Eisner and Roy Disney, current and former Disney executives and board members, as well as hundreds of pages of never-before-seen letters and memos, James B. Stewart gets to the bottom of mysteries that have enveloped Disney for years. In riveting detail, Stewart also lays bare the creative process that lies at the heart of Disney. Even as the executive suite has been engulfed in turmoil, Disney has worked - and sometimes clashed - with a glittering array of Hollywood players, many of who tell their stories here for the first time.

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The Pixar Disney War explores the intense, pre-merger relationship between animation powerhouses Pixar and Disney, highlighting business management strategies and leadership decisions. The book delves into Pixar's groundbreaking creative innovation, spearheaded by Steve Jobs, and Disney's struggle to adapt within the evolving film industry. A key insight is the clash of cultures between a smaller, innovation-driven company and a massive corporation, showcasing the challenges of maintaining creative autonomy while navigating complex partnerships. The book unfolds in three sections: the rise of Pixar, the tense contract negotiations, and the merger's consequences. It reveals how Pixar's fierce independence was vital to its success and how the merger potentially threatened this creative core. Through extensive research, including interviews and archival documents, the book offers a fresh perspective on this pivotal moment in animation history. Ultimately, it provides valuable lessons in negotiation, organizational behavior, and the critical balance between artistic integrity and commercial success, relevant for anyone in film, television, or business management.

## The Pixar Disney War

Making strategy requires undertaking major—often irreversible—decisions aimed at long-term success in an uncertain future. All leaders must formulate a clear course of action, yet many lack confidence in their ability to think systematically about their strategy. They struggle to apply the abstract lessons offered by conventional approaches to strategic analysis to their unique contexts. *Making Great Strategy* resolves these challenges with a straightforward, readily applicable framework. Jesper B. Sørensen and Glenn R. Carroll show that one factor underlies all sustainably successful strategies: a logically coherent argument that

connects resources, capabilities, and environmental conditions to desired outcomes. They introduce a system for formulating and managing strategy through a set of three core activities: visualization, formalization and logic, and constructive argumentation. These activities can be implemented in any organization and are illustrated through examples and case studies from well-known companies such as Apple, Walmart, and The Economist. This book shows that while great strategic thinking is hard, it is not a mystery. Widely applicable and relevant for managers and leaders at all levels, especially executive teams charged with setting the course of their organizations, it is essential reading for anyone faced with practical problems of strategic management.

## **Disneywar**

This book critically engages with the Walt Disney Company as a global media conglomerate as they mark their 100th year of business. It reflects on and looks forward to the past, present and future of the company and the scholarly engagement surrounding it through three key areas: Disney as a Company, Disney's Representations, and Relating to Disney. 'Disney as a Company' identifies the corporate and management cultural changes over Disney's 100-year history, with contributors examining Disney's transnational media influence, changes in management strategy, and Disney's recent transmedia venture: Disney+. 'Disney's Representations' features chapters critically engaging with gender, disability, and iconic characters that imply cultural change. 'Relating to Disney' embodies the crucial work examining how audiences engage with Disney, with contributors exploring fashion, Disney Fandom and identity, and how people engage with the space of the Parks. This edited collection explores the newer additions to the company, but also reflects on the company's past over its 100 years. The chapters provide a diverse examination of the many facets of one of the most successful global media conglomerates, providing scholars, students, and interested audiences a global and interdisciplinary snapshot of the Walt Disney Company at 100 years.

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Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

## **Making Great Strategy**

When News Lies is the untold story of media war behind Iraq; the American government's efforts to manipulate war coverage; and the media's own timidity and reluctance to do its job-report the news to the public. Veteran author, video journalist, and media critic, Danny Schechter, takes us on a sometimes frightening, sometimes humorous journey behind the scenes of the media machine that sold us Operation Iraqi Freedom. This innovative new publishing format includes the full length DVD of Danny's award winning and controversial documentary, WMD-Weapons of Mass Deception.

## **The Cultural Legacy of Disney**

Includes, beginning Sept. 15, 1954 (and on the 15th of each month, Sept.-May) a special section: School library journal, ISSN 0000-0035, (called Junior libraries, 1954-May 1961). Also issued separately.

## **Los Angeles Magazine**

In these difficult times, there's only one proven path to ridiculous amounts of money: Cheating. Everyone's

doing it—from sleazy CEOs to 'roided-up home run kings, silicone-enhanced starlets, and backroom-dealing congressmen—so why not you? *Get Rich Cheating* is your definitive guide to the illegal, immoral, and fun, detailing the schemes that have proven time and time again to generate more cash than God, Google, and the Treasury combined. No one ever bought a fleet of Bentleys with hard work, perseverance, and honesty. Simply by purchasing this book, you've already done more than most \"ethical\" people dare. Open it, savor the moment, and inhale deeply in the musk of your impending wealth—it's time to *Get Rich Cheating*.

## **Business Today**

Issues for Dec. 1970-Apr. 1972 include section: Hard times.

## **Business Week**

Branded a \"cultural Chernobyl\" and the \"tragic kingdom,\" the Euro Disney Resort has been on its own thrill ride since opening in 1992. The much publicized version of the Magic Kingdom gave Europeans alcohol-free \"mocktails,\" surly employees, even colors too muted for the Disney image. Facing financial disaster, was it any wonder that Disney execs found themselves wishing upon a star for answers? After so many knee-jerk criticisms of Euro Disney, this book combines firsthand experience and research to shed new light on claims that the park is nothing more than a form of American cultural imperialism. Andrew Lainsbury, a former Euro Disney employee who knows what the park meant to its visitors, goes beyond media bites and academic scorn to examine Europe's love/hate relationship with Euro Disneyland and some of the undiscussed issues surrounding it. *Once Upon an American Dream* is a story of global capitalism on a grand scale. Lainsbury has plumbed company archives and interviewed key players to give readers the real view from Le Chateau de la Belle au Bois Dormant (Sleeping Beauty's Castle). He cracks open the Euro Disney controversy to reveal the park not as a tragic experiment in exporting American culture but the result of European efforts to import a popular form of American entertainment. Lainsbury tells how the Walt Disney Company came to build a European park and locate it in France, how political negotiations affected its design and development, how it was promoted to continental audiences, and what caused its widely publicized financial woes before being rescued by a real prince from Saudi Arabia. He reveals what it took to win back the hearts of skeptical Europeans—such as serving wine, selling flashy merchandise, and placating disgruntled workers. Finally, he looks into the magic mirror to speculate on the role of Euro Disney and the Walt Disney Company in the twenty-first century. Ultimately, Lainsbury shows that cultural imperialism is not an exclusively American phenomenon but a global corporate strategy—and that global corporatism, by needing to be responsive to consumers, is so complex that it may not be as monolithic as feared. *Once Upon an American Dream* is a fairy tale for our times, reminding us that, for all the critical huffing and puffing, the creation and marketing of pleasure is what Euro Disneyland is all about.

## **The Business Week**

### Michigan Law Review

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