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Storming The Magic Kingdom

John Taylor

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#161829 in Books 1987-04-12 1987-04-12Ingredients: Example IngredientsOriginal language:EnglishPDF #1 #File Name: 0394546407261 pages1987 - Knopf Publishing - HardcoverStorming The Kingdom - w/ Dust Jacket Protective CoverWritten by John TaylorOut of Print - First EditionNew - Never Read - Rare - Collectible | File size: 40.Mb

John Taylor : Storming The Magic Kingdom before purchasing it in order to gage whether or not it would be worth my time, and all praised Storming The Magic Kingdom:

0 of 0 people found the following review helpful. great read! really interesting to know what went on ...By OMIgreat read! really interesting to know what went on behind the scenes. Scary to think there could have not been a Disney!2 of 2 people found the following review helpful. A Great ReadBy Only-A-ChildHard to believe it has been over 20 years since the events John Taylor documents in "Storming the Magic Kingdom" took place. The 1980's saw a surge of takeovers (and almost takeovers) by corporate raiders whose analysis of certain organizations showed undervaluation of their stock relative to their asset value if broken up. Often these activities ended in "greenmail", with the corporation buying back the raider's stock holding at a premium-then being sued by the shareholders who were not given the same opportunity. Taylor documents how Disney was greenmailed by financier Saul Steinberg in 1984. But once this threat was neutralized they realized that the financial situation that had attracted Steinberg would soon attract other raiders. The book details Disney's efforts to insure that they would no longer be so vulnerable; including replacing their top management with a new team modeled on the division of responsibility (creative and financial) so successful for Walt and his brother Roy. This is quite simply the most interesting business book I have ever read. Taylor provides a detailed, conference-call-by-conference-call account of the internal decision making process. The

book is interesting not just because of the subject company and the drama of a family divided, but because Taylor is a great storyteller and his account reads much like a novel. Although it is likely that some of Taylor's sources provided self-serving accounts of their activities, he had the cooperation of most of the principals involved and seems to have done a good job of sifting through any conflicting accounts and extracting the most likely version. Then again, what do I know? I'm only a child. 0 of 0 people found the following review helpful. Man the barricades, the hordes are coming and some of them are us! By C. Glass Author John Taylor has written an excellent look under the kimono expos of how corporations are targeted, how they fight, and how they survive the greed of hostile takeovers.

1987 - Knopf Publishing - Hardcover - Storming The Kingdom - Written by John Taylor - Wall Street, The Raiders and the Battle For Disney - Dust Jacket with Protective Cover - First Edition - Out of Print - 261 Pages - New - Never Read

From Publishers Weekly Disney is once again a golden name in Hollywood, but three years ago that wasn't the case, prompting a Disney family rift that erupted in a struggle for company control. But what Disney insiders saw as a mismanaged family business looked to Wall Street like a prime takeover candidate; the family squabble set off a chain of events that had such formidable financiers as Saul Steinberg, the Bass Brothers, even Ivan Boesky grappling for keys to the Magic Kingdom. Taylor, of Manhattan Inc., provides a detailed, conference-call-by-conference-call account of the ensuing paper war, in a narrative as fast-paced and exciting as a classic Disney adventure, with the company itself playing the Hayley Mills part: the imperiled, innocent heroine who at the end emerges harried but unharmed and more than a little wiser for the wear. Keeping financial jargon to a minimum, Taylor makes the Byzantine mechanics of contemporary finance easy to follow, shedding light on the takeover phenomenon and on the risks facing companies whose dearest assets are the creative talents of their employees. Photos not seen by PW. Copyright 1987 Reed Business Information, Inc.