



The Keys to the Kingdom: The Rise of Michael Eisner and the Fall of Everybody Else

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Like one of the movie moguls of old, Michael Eisner is a titan -- feared, powerful, and almost magically successful. After rising through ABC television and Paramount Pictures, he awoke the sleeping giant of Disney and sent it stomping across the entertainment landscape. But since the tragic death of Frank Wells in a helicopter crash in 1994, he has lacked -- for the first time in his career -- a colleague who could temper his personality.

The result, writes Kim Masters, has been a slide into a Nixonian paranoia and isolation. *In The Keys to the Kingdom*, Masters crafts a gripping account of this larger-than-life story of larger-than-life hubris, combining an insightful analysis of power in Hollywood with a vivid, deeply researched narrative that brings the personalities, the enmities, and the corporate mayhem to life.

The Keys to the Kingdom: The Rise of Michael Eisner and the Fall of Everybody Else **Details**

Date : Published July 31st 2001 by Harper Paperbacks (first published April 1st 2000)

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Author : Kim Masters

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From Reader Review The Keys to the Kingdom: The Rise of Michael Eisner and the Fall of Everybody Else for online ebook

Amar Pai says

DisneyWar and this book cover about the same ground. Both are entertaining, this one maybe is a little better? Eisner is such a loony. Ditto Katzenberg.

Eisner's compensation was obscene, his cronyism objectionable. Mostly the Disney saga convinces me that the idea of an 'independent board' overseeing the CEO is a joke.

Executive compensation is a joke

Brian says

Interesting history around Disney after Michael Eisner was brought in. It includes the glory days with Frank Wells at his side, to the dark days of Katzenberg leaving and the complete misfire with Ovitz.

steve says

While occasionally mean-spirited, this book does give a comprehensive look into the people and events that formed the 80s Disney juggernaut. It drags quite a bit toward the end as it goes through Katzenberg's trail in intense detail.

Overall, though, it was an interesting read and shares a lot of back-story that went in to many films and TV shows that you've probably seen, completely unaware of the drama going on behind the scenes.

Jason says

Interesting read, leaves a sour taste in your mouth about Eisner and Hollywood in general. Eisner's story has it all high stakes power struggles, underhanded backstabbing career moves and high risk start ups. Disney World can be a not so nice place to visit.

DAISY DISNEY says

A very interesting read into the inner workings of the Disney company. Like any other huge corporation there is greed present and one person trying to step on another's toes for credibility. This would make a very fascinating tv documentary. I think I would like to see this story be told visually.

On the flip side, being a huge Disney fan; I think I might just stick to the magical side and not dig too deep into the corporate side so I can still live in a fantasy world when I am there. :)

Chris says

A rare look deep inside the mouse hole.

Teoh says

I am still marvelling at the fact I could finish a book which was basically about money, money, and even more money. Two stars for corporate claptrap disguising basic human greed.

But, hey, don't we all wish for the same, too?

Sergio GRANDE says

A sometimes laboured biography of the Master of Mauschwitz and his multi-million Dollar feud with his golden retriever, Jeffrey Katzenberg. Still a very enjoyable read.

Mike says

This is a great book for people who like hollywood stories. Tells of Michael Eisner and Jeffery Katzenberg, the fallout between the two, which ultimately led to the founding of Dreamworks.

Barry Linetsky says

Authored by a contributing editor for Vanity Fair, this book is mostly focused on the personalities of Hollywood movie crowd, while ignoring the actual work these folks do to create value for hundreds of millions of consumers.

The book is well written, easy to read, and does provide lots of stories that seem to be focused on portraying everybody as petty and mean. It's not that the incidents portrayed don't warrant that treatment, along with avarice and greed, but it's not a well-rounded portrayal IMO. There's another side to this story that is completely ignored.

You know what you're getting from the People magazine quote on the back cover: "What will make readers keep turning the pages is the juicy movie star gossip.... Will make Eisner squirm in his mousetrap."

Trevor Mazzaglia says

I wouldn't say this book is 'anti-Disney' but it sure gives an honest look at one of the largest turning points in company history. Well researched and written.

Amanda says

Interesting take on the Disney myth but more importantly on the persona of Michael Eisner and just what he put the company through as the self-titled "heir" to Walt Disney himself

Glenn Liguori says

X

Maggie Carroll says

An in-depth and fascinating accounting of the personalities and politics behind the rise of Disney as the entertainment giant it has become in recent decades. Written engagingly and with respect for the reader, this is less cheap tabloid thrills and more social commentary on the men, notably Eisner, who have shaped media and movies for a generation.

Amy Wolf says

Wow! You are left with the feeling, "What a schmuck!" yet you have to admire the man's sheer hubris. Covers the lawsuit with Katzenberg & I believe the demise of Ovitz at Disney. A no-holds-barred tell all!!
