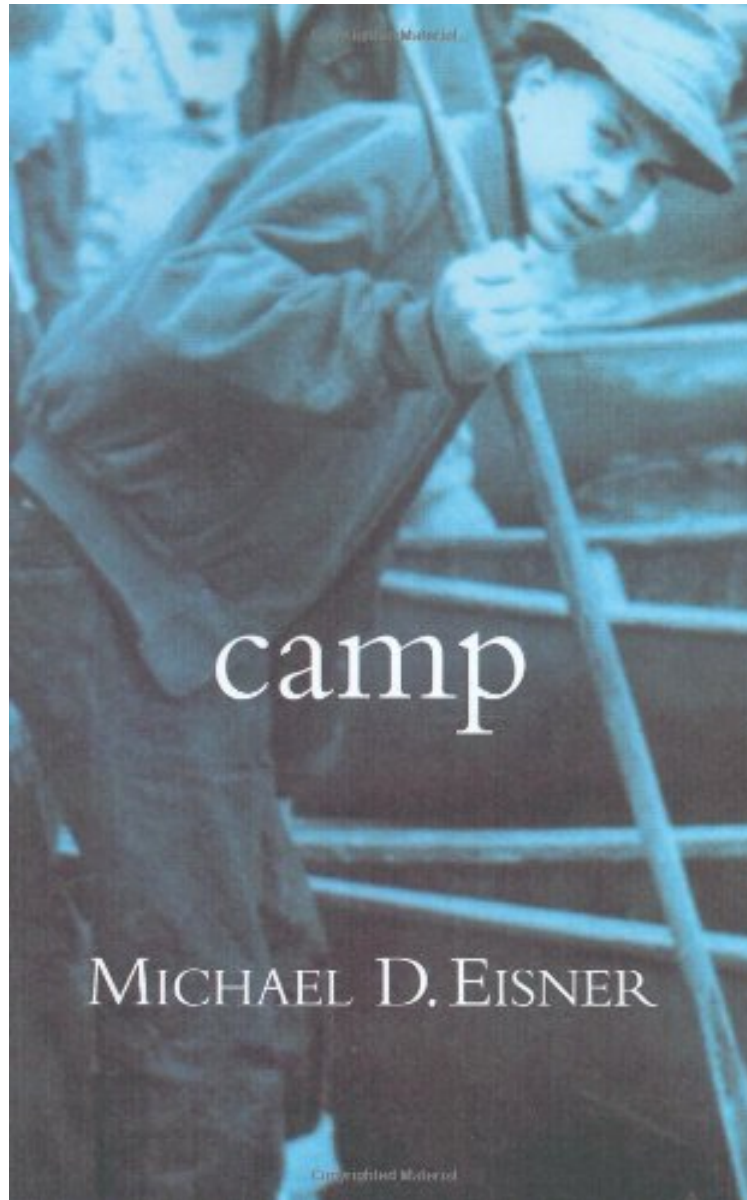


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Camp

Michael D. Eisner

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Michael D. Eisner : Camp before purchasing it in order to gage whether or not it would be worth my time, and all praised Camp:

0 of 0 people found the following review helpful. Eisner's Meditation on Character By Marco Antonio Abarca At the top of his career, Michael Eisner ran a company that had more than thirty billion dollars a year in sales. I would suspect he would attributed his corporate rise to a number of factors including intelligence, persistence and luck. But

like many successful business leaders, I think Eisner would tell you character was the foundation on which his success was built. Eisner wrote this book while at the top of his business career. In turn, "Camp" is a successful person's meditation on an institution that helped shape his character. At its best, "Camp" is a deeply felt memoir. I would recommend this book to those interested in Michael D. Eisner's life or who also have an attachment to an institution that helped shape their life's path.² of 2 people found the following review helpful. Camp Camp By James A. Brennan Jr. I went to camp too. Camp Hawthorne in Raymond, Maine. This book is the best and a worthwhile read for any parent with a kid at camp or any parent considering sending their kid to camp. It's likely even better for kids like me who went to camp because no matter what experience Eisner describes, the same memories come rushing back in all their fun and splendor. One of my camp friends always used to say he was going to write a book about camp called "Camp Camp." (A generic book he had in mind.) He always said no one would believe what great fun and experiences we had. He never wrote the book but I am extremely happy that Michael Eisner has. It is no small wonder he has been so successful (say what you might about his last few difficult years - those years were difficult for anyone in business.) He actually came through them in good shape and there's a reason he did. Nothing is as tough as that first canoe trip that you lead. If you forget any one of a number of items it can turn three days into ten. Kudos to Eisner for writing about camp in all its splendor, honoring those who gave kids like us the time of our lives, and carrying on the tradition through generosity usually reserved for only the finest of America's institutions. He's got his heart and his money in the right place!⁰ of 0 people found the following review helpful. Nostalgic Read By Linda L. Not great literature, but a quick and fun read for former campers, especially those with Keewaydin connections. Lightweight memoir of a time in Eisner's life. Wish there had been more punch, either emotionally, or deeper analysis of how life skills learned at camp can help shape anyone's future. Even more details of his camp experiences would have been welcome. Overall a fun read, but ended feeling like there were quite a few missed opportunities which could have elevated the reading experience.

Over the years, as a camper and a counselor, Disney CEO Michael Eisner absorbed the life lessons that come from sitting in the stern of a canoe or meeting around a campfire at night. With anecdotes from his time spent at Keewaydin and stories from his life in the upper echelons of American business that illustrate the camp's continued influence, Eisner creates a touching and insightful portrait of his own coming-of-age, as well as a resounding declaration of summer camp as an invaluable national institution.

From Publishers Weekly No one who attended the Walt Disney Co.'s 2004 annual meeting could forget Michael Eisner's sangfroid before a throng of shareholders who were calling for his ouster. What helped calm Eisner during the storm, we now learn, was writing about the lessons he (supposedly) learned all those years ago at Keewaydin, the Vermont camp where Michael and other Eisner lads before him and after spent many happy summers. Eisner is a man of powerful charm and if one knew nothing else about him, this valentine to a place that is clearly his Rosebud might win the reader over (though an attempt to bring current interest to the account by following two disadvantaged youngsters transported to Keewaydin thanks in part to the largesse of the Eisner family doesn't really work). The account intercuts between Eisner's experience and the experience of Keewaydin campers today, with a healthy salting of lessons learned, along with a sprinkling of Eisner family history. Eisner perhaps unwittingly paints an unflattering portrait of his father, whom he calls Lester instead of Dad, while paying extensive homage to Lester's stand-in, Waboos, longtime Keewaydin director. Anyone lucky enough to have a happy, hokey place like Keewaydin in his life a place of simple, steadfastly unchanging charms can sense Eisner's manifestly genuine love of the experience. But as it happens, we know quite a lot about Eisner and much of it isn't flattering. [Masters has written and spoken widely and critically about the movie business, Disney and Eisner. Ed.] So it's hard to stay focused on the Camp text when one's eyes keep rolling. (As when he writes, "Working in business can be another canoe trip.") Eisner tells us the Keewaydin code calls for a camper to be honest, loyal and "willing to help the other fellow." When he then says, "Many of my principles were Keewaydin principles," it's easy to wonder what other Keewaydin alumni might make of that statement. Eisner seems irresistibly drawn to write. That much came through during the Katzenberg trial (notes from Eisner's previous book *Work in Progress* were the source of his famous "I hate the little midget" quote). It happened again in last year's shareholder suit over the hiring and firing of Ovitz as Disney's president. On the witness stand, Eisner had to explain away his own memos calling his former pal a "psychopath" and a liar, among other things. Eisner could not stop himself then, and he cannot stop himself now. Camp was delayed last year, in the midst of the Disney drama, and Eisner comments tartly in his prologue that he was distracted by "people who could have used a few summers at camp earlier in their lives." Perhaps it would have helped if that Keewaydin code had included an admonition to "know thyself." 8-page photo insert. Kim Masters covers the business of entertainment for NPR and is the author of *The Keys to the Kingdom: The Rise of Michael Eisner and the Fall of Everybody Else* (HarperCollins). Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Hilariously dishy.... An E-ticket ride through the world's swankest summer camp." About the Author Michael D. Eisner is the chairman of Walt Disney Corp. and has worked variously as the President and COO of Paramount Pictures and Senior VP of ABC

Entertainment.