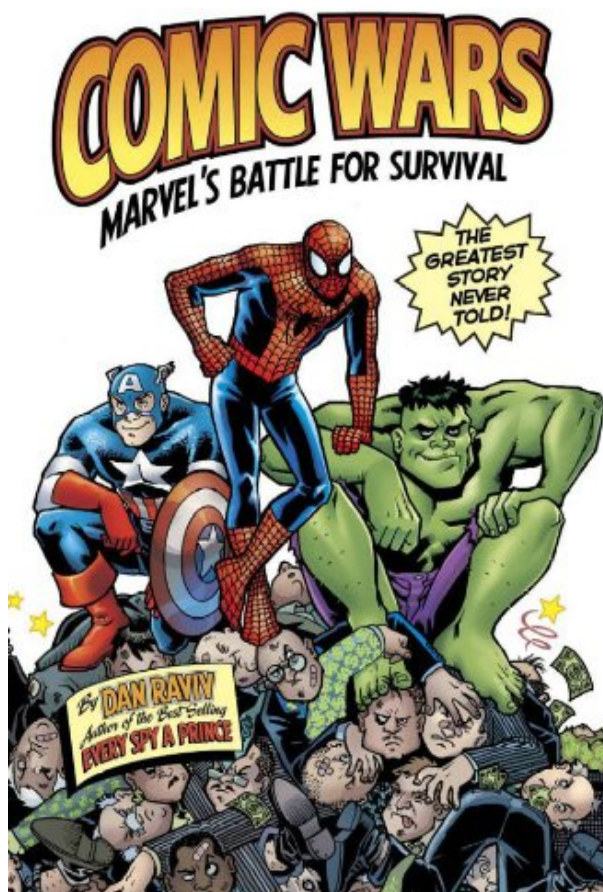
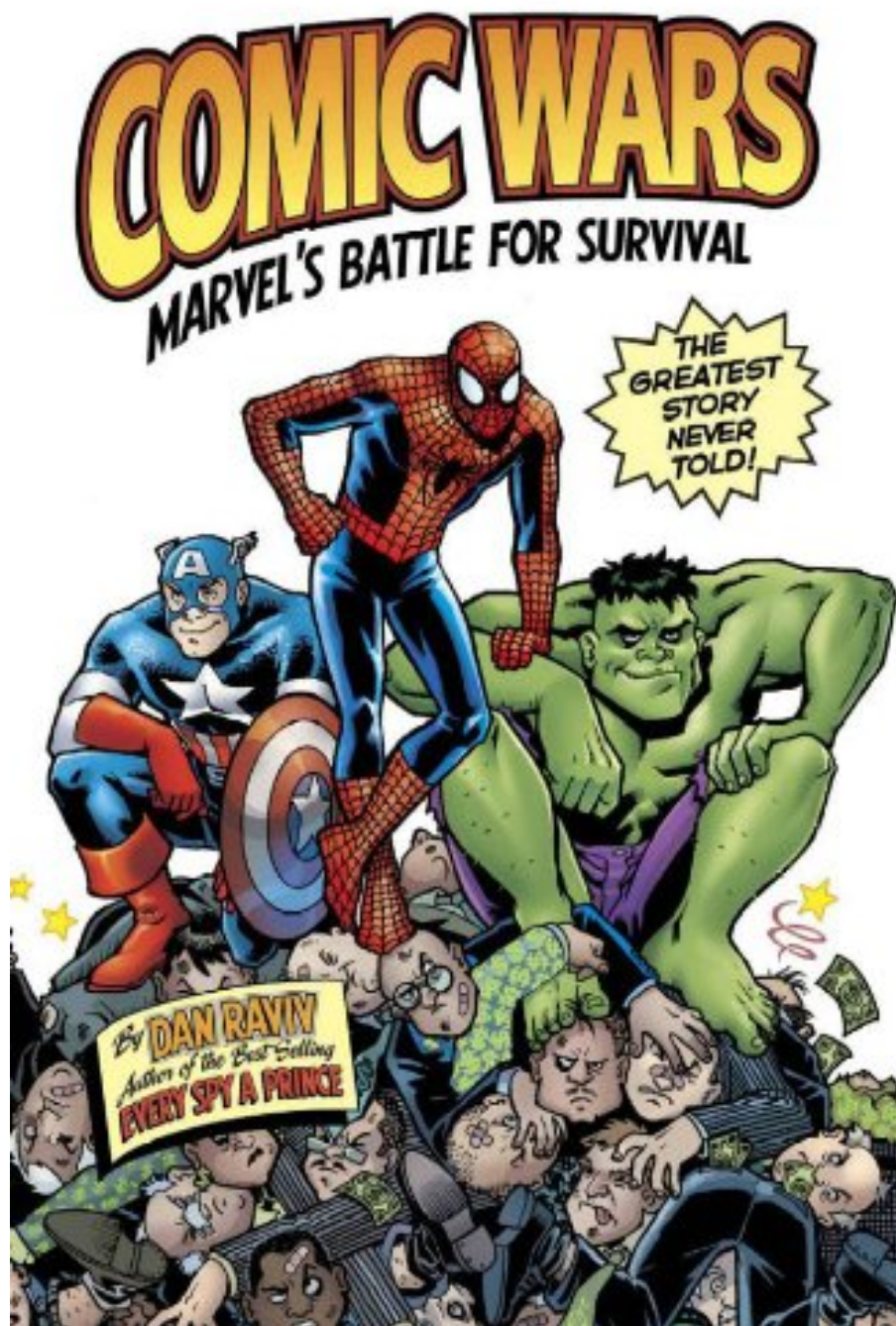


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From the coauthor of the New York Times bestseller *Every Spy a Prince* comes the colorful true story of the business superheroes who rescued Marvel Comics from bankruptcy. In the mid-1990s, Marvel Entertainment became embroiled in a crisis as strange as one of its comic book stories. Locked in a battle for control of the half-century-old company were two Goliath-style corporate raiders and two virtually unknown Davids: Israeli immigrants with a passion for the toy business. This was a test of wills that led to a unique Wall Street showdown. Combining hard-hitting journalism with entertaining storytelling, *Comic Wars* takes readers behind the scenes of America's most bitter bankruptcy and captures the high-stakes, often hilarious twists and turns of this financial fiasco. The unforgettable cast of characters ranges from tycoon Ron Perelman (who bankrupted Marvel through overexpansion) and Carl Icahn (who then launched a hostile takeover of Marvel) to Ike Perlmutter and Avi Arad, scrappy owners of Toy Biz and the duo who ingeniously outmaneuvered the moguls. Culminating with Ike and Avi's triumphant launch of the blockbuster movie *X-Men*, and published just in time for the Spider-Man live-action movie, this is a marvelous must-read for the business world and all admirers of true grit.

- Sales Rank: #684809 in Books
- Published on: 2004-08-04
- Original language: English
- Number of items: 1
- Dimensions: 1.08" h x 5.96" w x 9.28" l,
- Binding: Paperback
- 352 pages

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1 of 1 people found the following review helpful.

One of the best business books ever!

By R. Christensen

Dan Raviv's account of Marvel, Ronald Perleman, Carl Ichan and the fight for Marvel Comics is amazing. In the world of High Finance and corporate intrigue one would be hard pressed to find a book that is laid out more complete.

Taking topics such as Zero Yield Bonds, distressed debt & Corporate Bankruptcies that would confuse most readers or put them to sleep Raviv does the unthinkable. He writes the most entertaining business book I have ever read.

Although the cover of the book makes others think you are reading a comic book the content is as complete on the complexities of High Finance as any I have read. This includes textbooks. The pure educational value of the book alone is awesome. Add in the entertainment and you have a sure fire winner!

I have read this book 4 times and each time I learn more and am more entertained than the last. Should be

required reading for any Finance professionals. If I could give this a 6 I would!

0 of 1 people found the following review helpful.

Great Book, Questionable edition

By Corwin Haught

"Comic Wars" should be looked upon as an important predecessor to James B. Stewart's "DisneyWar". Its look at high financial battles in the entertainment industry featuring "men who act like beasts" in the capitalist class who are more concerned about the bottom line than whether valuable product can be made and sold, along with the one stakeholder who wants a better leveling of profit and artistic values (as they are in the mainstream comic book industry) striking back reminds the reader heavily of Stewart's tale.

One star is docked as follows:

- A 1/2 star is docked for the author's decision to have this edition of the book published by Marvel itself (Perlmutter), taking odious trends in this type of business journalism one step forward.
- Another 1/2 star is docked by "Heroes Books" (Marvel) for its job as publisher; several small black dots were noted throughout the pages of the book, and an index entry is missing its page numbers

1 of 1 people found the following review helpful.

Insight into Marvel Comics in the 1990s

By EvanderJR

An interesting and at times slightly trashy look into the goings on at Marvel Comics during the 1990s. Fun for any comic book historian.

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