

<<The Man Who Tried to>>

图书基本信息

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### 内容概要

Messier was a wunderkind of French business who at the age of 37 was appointed chief executive of Generale des Eaux. He had already served in the finance ministry under Jacques Chirac and been a managing partner with the investment banking firm Lazard Freres when he assumed leadership of Generale in 1994, and the water management company was one of France's largest corporations. Messier, however, did not see Generale's future in water and sewage management, but in the media and information world. To accomplish the transformation, Messier embarked on a dizzying buying spree highlighted by the \$42 billion purchase in 2000 of Seagram, a deal that included Seagram's Universal assets. For Messier, the creation of the newly minted Vivendi Universal (which also bought Houghton Mifflin in 2001) was not only a personal triumph, but also a statement that a French company could compete on the world stage. But as Johnson and Orange show, Messier created a gulf between himself and the French establishment that left him with few allies as he tried to save his company when business conditions declined in 2001. In their briskly paced, insightful work, Johnson, the Paris correspondent for the Financial Times, and Orange, a reporter for Le Monde, relate Messier's many missteps that led to his fall from the top of the media world. Part of Messier's undoing was the disdain many French have for America's domination of the media and the belief that in merging with Seagram, Messier had sold out French culture. Given the French attitude about America as documented by Johnson and Orange, the recent strain in French-American relations comes as no surprise. Copyright 2003 Reed Business Information, Inc. 作者简介： Johnson (left) of the Financial Times and Martine Orange of Le Monde covered the story of Jean-Marie Messier from beginning to end. Both enjoyed unique access to the subject. Orange's reporting so outraged Messier that he sued her for millions of dollars. Johnson was so deeply embedded in Vivendi that he actually lunched with key board members the day they decided to oust Messier. Both authors live in Paris.

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书籍目录

Introduction  
PROLOGUE: Where Egos Dare  
CHAPTER ONE: A Perfect Frenchman  
CHAPTER TWO: In Medias Res  
CHAPTER THREE: Hurry Up Please, It's Time  
CHAPTER FOUR: Bonjour Hollywood!  
CHAPTER FIVE: Maitre du Monde  
CHAPTER SIX: Vivendi Freres  
CHAPTER SEVEN: The French Exception  
CHAPTER EIGHT: Speeding Up  
CHAPTER NINE: Claude and the Boys  
CHAPTER TEN: Vivendi vs. Universal  
CHAPTER ELEVEN: The Last Days of J6ME  
PILOGUE  
Acknowledgments  
Notes  
Index

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