

Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire--And Both Lost



Embarrassed billionaires tried to keep a lid on this story, but it cried out to be told: how America's greatest comic-book company was driven to the brink of insolvency by warring tycoons and rescued from the abyss by two obscure but wily entrepreneurs. In the late 1980s, financier Ronald Perelman, worth billions and riding high after his hostile takeover of the cosmetics firm Revlon, bought Marvel Entertainment's legendary creator of Captain America, the Incredible Hulk, Spider-Man, the X-Men, and other superheroes and he had big plans. He not only began churning out more comic books, he also acquired sports cards and other subsidiaries, impressing Wall Street so much that after he took the company public, Marvel's market value ballooned to over \$3 billion. Perelman took advantage of the company's inflated valuation by selling junk bonds, and personally pocketing nearly \$500 million. Meanwhile, Marvel's bank debt rose to more than \$600 million. And then came the collapse of the comic-book and trading-card markets. Enter rival corporate raider, Carl Icahn, who sank a fortune into Marvel's bonds in an effort to wrest away control of Marveland to beat Perelman at his own game. As the competing tycoons went head-to-head, Ike Perlmutter and Avi Arad, two entrepreneurs who ran Toy Biz, a company that depended on Marvel superheroes, realized that their fate hung in the balance. They soon put in motion plans to take control themselves. Bunkered in The Townhouse, his high-security Manhattan corporate headquarters, Perelman had Marvel declare bankruptcy. Icahn, an avid poker player, had to figure out if his foe was bluffing; the Toy Biz entrepreneurs needed to find a way to save the company they loved from ruin; and a team of killer lawyers representing the banks was faced with recouping their colossal debt. Thus, in United States Bankruptcy Court, began the comic wars ferocious and outlandish

as any of Marvels tales of good vs. evil. Combining meticulous investigative reporting with entertaining storytelling, Comic Wars exposes the actions and motives of two Goliath-style corporate raiders, two innovative Davids, and some of the worlds most prominent banks. It is the rollicking true tale of a unique Wall Street showdown, of Marvels surprising emergence from the ashes of bankruptcy, and of its triumphant reinvention as the producer of such hit Hollywood movies as X-Men and Spider-Man.

The Transformation of Youth Culture in America Bradford W. Wright Dan Raviv, Comic Wars: How Two Tycoons Battled over the Marvel Comics Empire and Both Lost (New York: Broadway Books, 2002) Dan Raviv, interviewed by No part of this book may be reproduced or transmitted in any form or by any How Two Tycoons Battled Over the Marvel Comics Empire And Both Lost. According to Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire -- And Both Lost, Perelman, Icahn and Perlmutter had Buy Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire-And Both Lost 1 by Dan Raviv (ISBN: 9780767908306) from Amazons Book Store. Comic Wars: How Two Tycoons Battled Over The Marvel Comics Empire - and Both Lost. Animation World. Nov. 2002, pp. 46-48. 1333. Fleming, Michael. - 8 sec Comic-con De San Diego 2015 - Le clip qui resume bien levenement Wars: How Two Tycoons Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire--And Both Lost b. Embarrassed billionaires tried to keep a lid on this story, but it cried Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire--And Both Lost [Dan Raviv] on . *FREE* shipping on qualifying offers. Thus, in United States Bankruptcy Court, began the comic war-as ferocious and How Two Tycoons Battled Over the Marvel Comics Empire--and Both Lost. Encuentra Comic Wars: How Two Tycoons Battled over the Marvel Comics Empire--And Both Lost de Dan Raviv (ISBN: 9780767908306) en Amazon. Envios - 33 sec Download Free Comic Wars: How Two Tycoons Battled over the Marvel Comics Empire As ferocious and fateful as any battle in the pages of Marvel Comics, this is Comic wars: how two tycoons battled over the Marvel Comics empire--and both lost. - 7 sec [PDF] Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire-- And Both COMIC WARS: How Two Tycoons Battled over the Marvel Comics Empire and Both Lost. Dan Raviv, Author . Broadway \$24.95 (320p) ISBN Previous edition published by Broadway Books as Comic wars : how two tycoons battled over the Marvel Comics empire--and both lost--T.p. verso. - 8 sec [PDF] Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire-- And Both Comic Wars has 150 ratings and 24 reviews. Giddy said: So I read Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire--And Both Lost. by. Comic Wars: How Two Tycoons Battled Over the Marvel Comics Empire . dots were noted throughout the pages of the book, and an index entry is missing its Comic Wars - How Two Tycoons Battled Over the Marvel Comics Empire -- And Both Lost by Dan Raviv. In 1996, Marvel Comics declared bankruptcy. Comic Wars: How Two Tycoons Battled over the Marvel Comics Empire and Both Lost. With Spider-Man ruling the big screen and The