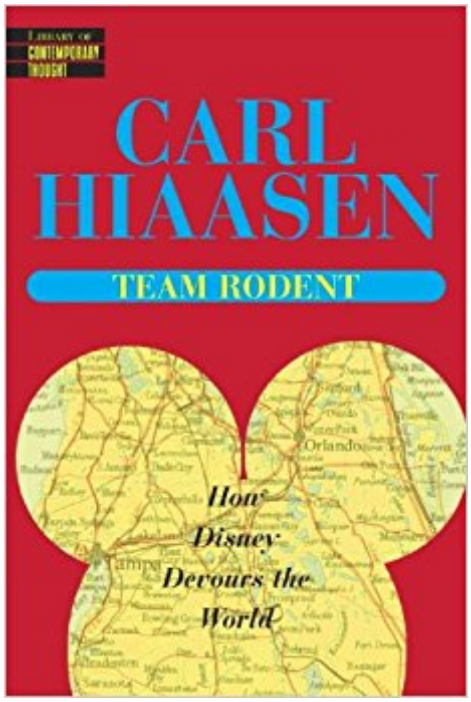
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Team Rodent : How Disney Devours The World



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Synopsis

"Disney is so good at being good that it manifests an evil; so uniformly efficient and courteous, so dependably clean and conscientious, so unfailingly entertaining that it’s unreal, and therefore is an agent of pure wickedness. . . . Disney isn’t in the business of exploiting Nature so much as striving to improve upon it, constantly fine-tuning God’s work."--from TEAM RODENTTEAM RODENTHow Disney Devours America"Revulsion is good. Revulsion is healthy. Each of us has limits, unarticulated boundaries of taste and tolerance, and sometimes we forget where they are. Peep Land is here to remind us; a fixed compass point by which we can govern our private behavior. Because being grossed out is essential to the human experience; without a perceived depravity, we’d have nothing against which to gauge the advance or decline of culture; our art, our music, our cinema, our books. Without sleaze, the yardstick shrinks at both ends. Team Rodent doesn’t believe in sleaze, however, nor in old-fashioned revulsion. Square in the middle is where it wants us all to be, dependable consumers with predictable attitudes. The message, never stated but avuncularly implied, is that America’s values ought to reflect those of the Walt Disney Company, and not the other way around."

Book Information

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Customer Reviews

Let’s get one thing straight: Carl Hiaasen doesn’t like the Walt Disney Company. Whenever the giant entertainment conglomerate stumbles, as it did with its proposed Civil War theme park in Virginia, Hiaasen cheers. When a rhinoceros mysteriously dies at Disney’s new theme park, Animal

Kingdom, Hiaasen secretly hopes for the worst, because, as he writes, "no scandal is so delectable as a Disney scandal." A native of Florida, author of such thrillers as Lucky You and Strip Tease, and a journalist for the Miami Herald, Hiaasen comes by his dislike for Disney honestly. He has witnessed the relentless success of the Disney machine firsthand with the development of Disney World and other properties around Orlando. In Team Rodent: How Disney Devours the World, Hiaasen paints a witty and sarcastic portrait in this nonfiction account of a company who can control the press, manipulate local governments, and because it's Disney, get away with it. Team Rodent is a quick, entertaining read that even the most loyal Disney shareholder (except maybe Michael Eisner) will find enlightening and amusing. --Harry C. Edwards

After opening with an overbilious screed against the company's signature blandness, the author settles down and rakes good muck. -- Entertainment Weekly, Troy Patterson

A real eye-opener about Disney World... Carl Hiaasen is known for writing slapstick mysteries that are always entertaining and fast-moving. Here he takes on Disney World, uncovering many management practices and attitudes that will surprise and probably many shock readers who have always seen the Disney brand as brand as honest, well-meaning, oriented toward entertaining the child that still dwells in everyone, including adults.

I really enjoy Carl Hiaasen's view of life in South Florida, so when I discovered that he had written a non-fiction book chronicling the rise of the Disney empire, I wanted to read it. I did (about 10 years ago) and I was not disappointed. The reason that I am writing this review is because I reread it a couple of weeks ago while I was on a Disney Cruise. Oh Boy, did lots of new realizations appear before my eyes as my family and I cruised the Caribbean with the Mouse. Lots of details from the book just kept popping up - and, through it all, we had a fantastic "magical" time. For anyone heading for any Disney adventure, get this book and read it as you vacation. It is a fast, funny account of the highly programmed world that you find yourself thoroughly enjoying.

There are a lot of things that go on in this world and our country that most people are totally oblivious. There is a dark underbelly that seethes with evil. Granted, every organization of every kind is going to have some problems. The difference is what those groups do with those problems: do they hide them, or do they expose them to the light and move on?Hiassen asserts in TEAM RODENT that there is a lot going on with the Walt Disney Company that most people don't know

about and would be shocked to learn. TEAM RODENT offers a few examples of the evil that lurks withing the mighty Mouse House and suggests that if the opportunity arises to stand against the Goliath Rodent, people should.I throughly enjoyed reading Hiaasen's book. It was short (like all the books in the Library of Contemporary Though series), but provocative. The accusations were sprinkled with just enough humor to make one laugh, yet not forget what was read. I was not at all upset by Hiaasen's bias against the Mouse House because it added to the flavor of the book. Besides, I have thought for a long time that Walt Disney would not be very happy where his company has been headed the last fifteen years. Just look at what Disney did with children's radio and Radio Aahs; that would make an excellent chapter in TEAM RODENT.Interesting reading that will probably provoke a few thoughts, produce a laugh, or both.

Let's get this out there first: the author is very bitter towards Disney, and he makes his reasoning clear. And while sometimes you get the sense the author goes too hard on Disney as a result of this bitterness, it becomes clear as you read this that Disney is a very questionable company. The anecdotes that illustrate Disney's aggressive business practices, and in particular the dodgy way the developed Disney World, are often fascinating. A short, but entertaining read.

Sorry to say Carl, as a Hiassen Fan, this was really disappointing. The first 20 Pages were a farily pleasurable Hiassen-kind of Rant, but the remainder was not all that good. Certainly, as others have said (a little less kindly), this Pamphlet is definitely not anywhere near worth the money or even the effort to read it.

After reading this book, I came out with a significantly better impression of the Disney operation than when I started. Hiaasen admits that Disney properties are managed with slick, gleaming competence, and that they give the public exactly what it wants. His issue is that Disney tries to "improve on nature

I can't honestly recommend this book, because I purchased this book as a gift. However, my wife and more than one of her friends think this author and his books are very entertaining and is at least her 6th.

This is a collection of acerbic news-column-like chapters that reveal some unknown and embarrassing tidbits about Disney. A fascinating detail very few are aware of is that Disneyworld is

a political and municipal entity unto itself.

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