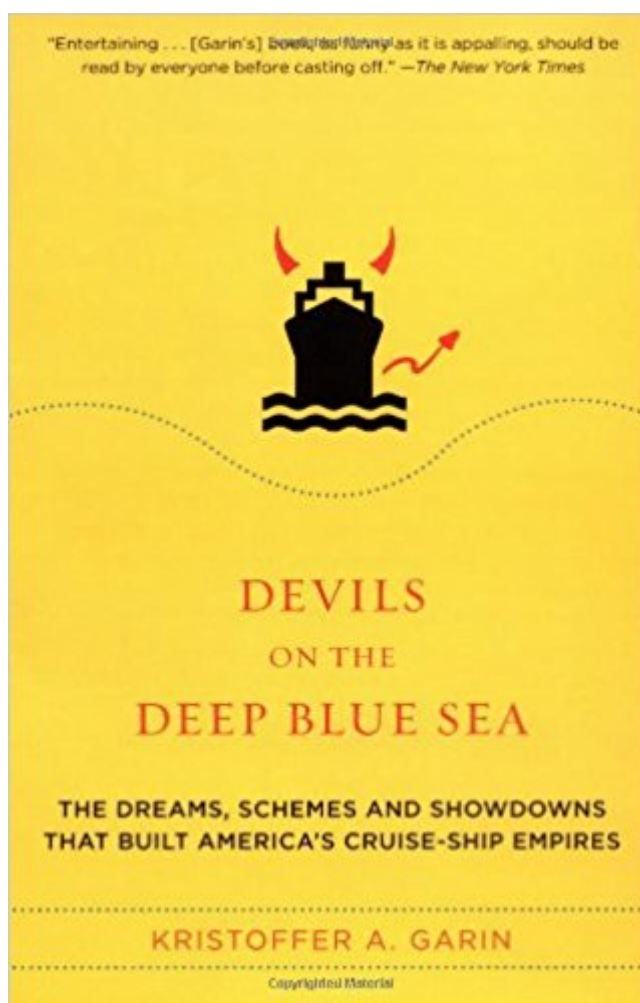


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# Devils On The Deep Blue Sea: The Dreams, Schemes, And Showdowns That Built America's Cruise-Ship Empires



## Synopsis

In this terrifically entertaining history, journalist Kristoffer A. Garin chronicles the cruise-ship industry, from its rise in the early sixties, to its explosion in the seventies with the hit show *The Love Boat*, to the current vicious consolidation wars and brazen tax dodges. Entrepreneurial genius and bare-knuckle capitalism mate with cultural kitsch as the cruise lines dodge U.S. tax, labor, and environmental laws to make unimaginable profits while bringing the world a new form of leisure. A colorful and compelling behind-the-scenes narrative, *Devils on the Deep Blue Sea* is a definitive look at the industry and its robber barons who created floating empires.

## Book Information

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## Customer Reviews

It's hard to imagine now, but when *The Love Boat* premiered in 1977, it was considered so sexually suggestive that Princess Cruises almost didn't allow the show to film on its ships because they were afraid it would give people the wrong image. Yet, in the long run, Garin points out, the series proved to be a critical factor in repositioning ocean cruises as an attractive luxury for middle-class consumers. Just a few years ago, Princess and three competitors accounted for almost 90 percent of the cruise industry's \$13 billion annual revenues; when Princess began merger talks with Royal Caribbean, rival firm Carnival swooped in, made the deal themselves and wound up controlling more than half the market. Carnival's founder, the late Ted Arison, provides this lively industry history with one of its most engrossing narrative threads, from the running aground of his original flagship's maiden voyage to his emergence as one of the world's wealthiest individuals. But Garin's

as interested in the ships themselves as he is in the boardrooms, and he turns up disturbing stories of corrupt labor practices and cover-ups of sexual assaults of passengers by crew members. The solid reporting ensures readers will come away with a healthy respect for Garin's work and for the very powerful industry he documents. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

It was the Love Boat, an insipid television show, that actually launched the wildly successful and still-popular cruise ship as an affordable fantasy vacation for middle-class consumers. It also jumpstarted Carnival Corporation, which controls more than half of today's cruise ship market and constitutes this book's primary subject. Garin, an investigative journalist, dives into the history of the industry, exploring the depths of the business and exposing (unfortunately, to a lesser degree) the grueling work of those who serve these flagship fantasies. Part investigation, part admiration, *Devils* suffers from an identity crisis. Don't be seen with it anywhere near the Lido deck. Copyright © 2004 Phillips & Nelson Media, Inc. --This text refers to an out of print or unavailable edition of this title.

I love business biographies and this one is a pretty good one on the cruise ship industry up until 2004 which is when the book was written. It details the battles of the founders of 3 of the 4 major cruise lines as well as a great deal of information about the industry in general including a lot on the port of Miami. This book is out of print and I had to buy a used copy but I really wished there was a Kindle version. Finally, the narrative gets a bit interrupted in chapter 8 and 10 as the author gets on the high horse about various cruise industry practices. While I do not disagree with what was written, it was a little too hard and too much and broke the flow of the book. So for that and the lack of a Kindle version I give it 4 stars. Definitely worth the read.

This is a must read for frequent cruisers. Excellent book that tells the history of the cruise industry and how it has evolved over the years. It also gives a good insight into some of the behind the scenes issues that the cruise industry has had to address over the years. Well written and researched and extremely enlightening. It presents a very unbiased view of the cruise industry that doesn't always present it in the best light.

I thoroughly enjoyed this book because I am a cruise enthusiast with many cruises under my belt. If you want to have a good idea as to how present day cruise lines came to be what they are today,

multi-billion dollar companies, this is the book for you. The book touches on the early competitive years between Carnival, Royal Caribbean and Norwegian cruise lines and the men that shaped their development. Prominent of those is of course the Arison family that owned much of Carnival. This is an easy to read book with a lot of exciting chapters particularly dealing with the big showdowns between Carnival and Royal Caribbean in their quest to become the biggest in the industry.

Excellent review of the cruise industry -- from the inside!

As someone else stated in their review, if you work in the cruise industry, this is a must read for its historical significance. As someone who enjoys cruising, I was a bit put off by it. The book should be entitled "The Life and Times of Micky Aronson," or perhaps "Isn't Carnival the Best Cruiseline Ever?" because it spent far too much time on Carnival and its wars (read: victories) over rival RCI. As an avid cruiser, I don't like Carnival, but I did enjoy reading the history of one particular line instead of a history of the industry. The author spends too much time focusing on Carnival and not enough on the other players in the industry. There are a few pages about the start of NCL but then it is left behind. What about Renaissance? What about Home? What about all of the other lines, most of which are no longer in existence? Aren't they part of the history of the industry as well? I'd like to read about them as well and how their demise played into the story of the industry as it exists today. I didn't get much of that. The author almost takes pride in the accomplishments of Carnival Cruise Lines and how it has scooped the competition (mostly Royal Caribbean) over the years. As a cruiser who would rather cruise Royal (or sister company Celebrity) over Carnival, I felt like I was cheering for the underdog that never wins. There's more to the story of the cruise industry than what is written in these pages. BTW, of the paperback version, someone skipped out on their proof reading duties. The book is replete with misspellings.

If you have ever been on a cruise, especially lately, on one of the big new ships, this is a must read. It provides you with the history of the cruise industry, primarily in the United States, with a little Europe thrown in. You might be thinking that a history of this industry would be boring, but Garin is an exceptional storyteller and reporter (the source notes are very impressive). He does an excellent job of introducing you to the men behind the ships, the Port of Miami, and the mergers and acquisitions that led up to two companies owning 90% of the cruise market. And yes, he talks about The Love Boat. :-)

The book isn't all about the good stuff; he reports on corruption (both on and off the ships), sexual assaults of passengers by crew members, environmental issues, and why most of

the employees come from impoverished nations. Not only does he report on these issues, he illuminates how the industry allowed these to occur. As for the last point, labor is the most expensive cost of a cruise - Garin explains the process that the companies use recruit people to work on the ships (and to keep them there). Even with the reporting of the above blemishes, it is still a fascinating book. If you are interested in any aspect of the cruise industry (even as a simple vacationer), Garin explains how each company operated and marketed themselves. How they were able to work the travel agents, Congress, tax and maritime laws to their advantage. I came away with a much better understanding of the nature of Flags of Convenience and what that means to you, the traveller, as well as to the bottom lines of the cruise companies. A great book on the rise and maturation of an industry. But I don't think that your cruise staff will appreciate you reading this while on-board. As an aside, I bought the book from Amazon for \$7 (Borders had it for \$25). When it arrived, I found that I had an autographed copy! What a deal.

Having cruised for 65 plus years, this book was interesting to me, but the 2nd half of the book got bogged down with much too much unnecessary detail. It needs some better editing

If one loves cruising, as I do, I think this is a must read. Our pleasures come at a deep cost for others and the environment, and we should be mindful of that. As to the machinations of Carnival, NCL and the like, it is big business and this book explores their history

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