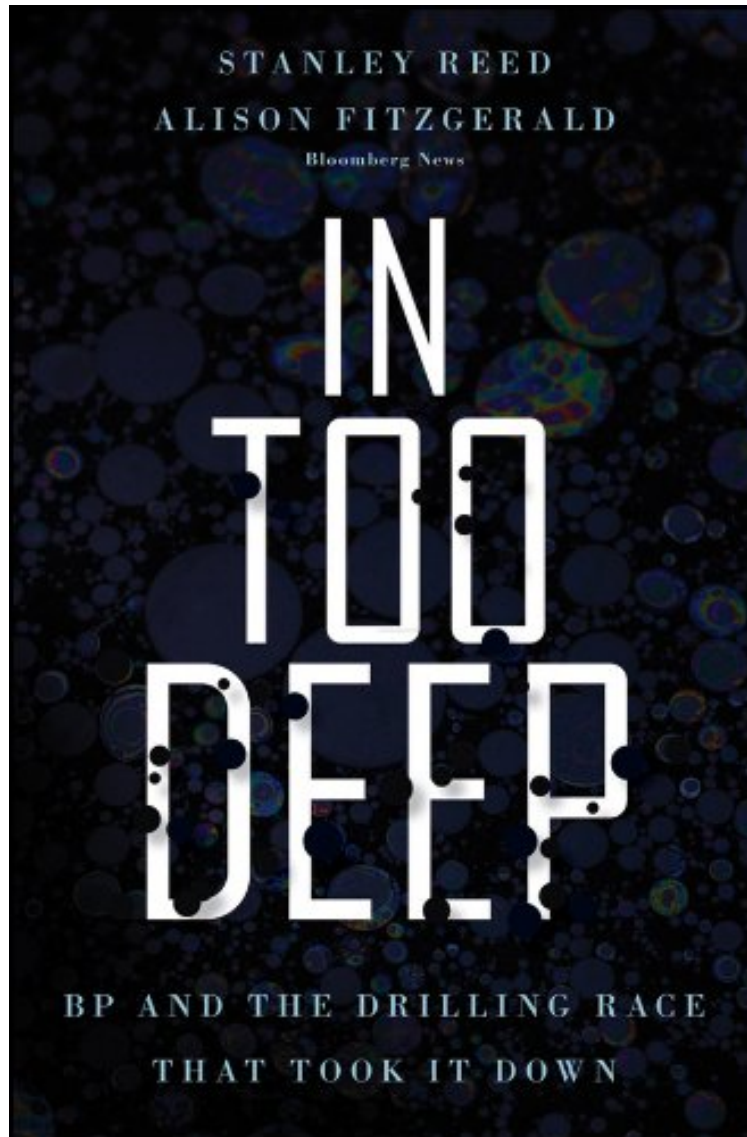


[Ebook free] In Too Deep: BP and the Drilling Race That Took it Down (Bloomberg)

In Too Deep: BP and the Drilling Race That Took it Down (Bloomberg)

Stanley Reed, Alison Fitzgerald
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Stanley Reed, Alison Fitzgerald : In Too Deep: BP and the Drilling Race That Took it Down (Bloomberg)
before purchasing it in order to gage whether or not it would be worth my time, and all praised In Too Deep: BP and the Drilling Race That Took it Down (Bloomberg):

6 of 6 people found the following review helpful. GrippingBy Mark JamesI opened the book upon receipt to scan the forward, and was immediately taken in. This true account of the business culture at BP reads like an international

thriller, since the reader knows the disaster is coming. The corporate "characters" were introduced in advance, keeping the reader on top of the interplay from the start. The global nature of the executive story juxtaposed with the oil rig setting of the gulf was fascinating. As a lay person, reading what goes on behind the scenes was enthralling, and the writers clearly had detailed knowledge of both the main players and the industry. A great read, better than an industry expose, more fun than a bestselling thriller by Grisham or Clancy! Well done!

2 of 2 people found the following review helpful. Well written book
By wise prof
The book is very well written and reflects the vast knowledge that the authors have about the industry and its inner workings. Barring some poor editing in spots, the book comes across as a fast paced examination of the events leading up to the disaster at Macondo. It is a fairly even handed examination of the fiasco and does not dwell too much on the mundane details which have been published elsewhere. The value and appeal of the book is in its in-depth character examinations of the key players - especially Lord Browne. While the best and perhaps the most definitive book on the disaster thus far will remain the Government report, I would also recommend reading Loren Steffy's *Drowning in oil* as a good complement to this one.

8 of 8 people found the following review helpful. Important story well told
By Andrei Kodjak
The vast majority of press reports about BP's horrific oil spill revolved around environmental consequences and clean up efforts. This book fills in the gaps. It explains the fascinating details behind deep water drilling - and what went wrong in this case. And it gives the story of the rise of BP - and John Browne - and shows how a corporate culture that valued profit above safety eventually led to this environmental and economic catastrophe. Great story well told.

The truth behind the greatest environmental disaster in U.S. history
In 2005, fifteen workers were killed when BP's Texas City Refinery exploded. In 2006, corroded pipes owned by BP led to an oil spill in Alaska. Now, in 2010, eleven men drilling for BP were killed in the blowout of the Macondo well in the Gulf of Mexico. What's next?

In *In Too Deep: BP and the Drilling Race That Took it Down*, Stanley Reed—a journalist who has covered BP for over a decade—and investigative reporter Alison Fitzgerald answer not only that question, but also examine why these disasters happen to BP so much more than other large oil companies. Places the blame on a corporate culture created by former BP CEO John Browne who was forced to resign in 2007 after he lied in court documents in a case involving his gay lover
Details a BP built on risk-taking and cost-cutting
Examines the past, present, and future of BP
In August 2010, BP successfully "killed" the company's damaged deepwater well. But, the environmental fallout and public relations campaign to rebuild the brand are just beginning. *In Too Deep* details why BP, why now, and what's next for this oil giant.

From Publishers Weekly
Reed and Fitzgerald begin their first book with a riveting description of the 2010 Deepwater Horizon drilling rig explosion. Those employees who weren't killed by the explosion had to "jump the ten stories from the blazing rig to dark waters below." With our attention duly captured, the authors do little to hold it for the rest of the book. Facts are recounted ("Oil flowed for 87 days") and historical perspectives are provided (although it was BP CEO Tony Hayward who received the brunt of the public outcry, former CEO John Browne helped move the company from mid-sized to a kind of "Goldman Sachs" of the oil industry). The authors, both veteran reporters, certainly did their research, noting that BP's plans for managing a disaster on the Gulf Coast were incomplete and apparently copied from Arctic scenarios; documents include recovery plans for "walruses, seals and sea lions." They also unearth past disasters, such as BP's 2005 Texas City refinery explosion in which 15 died, and an oil leak in Alaska in March of 2006 that led the House Energy and Commerce Committee to determine that BP had inadequately maintained its pipeline network, a discovery that led the authors to determine that company incentives as far back as the 1990s helped create the Deepwater disaster. Unfortunately the narrative lacks the emotional color that made this story so compelling. What could have been fascinating is instead just gritty and bleak. (c) Copyright PWxyz, LLC. All rights reserved.

“...the latest, and probably the best, of what one might call the “private sector” books about the BP spill; by a pair of talented and experienced Bloomberg reporters; —Financial Times

“Among the first to bring a book to the public are the Bloomberg News team of Stanley Reed and Alison Fitzgerald. Reed, based in London, had covered BP for more than a decade before the explosion. . . . Fitzgerald is a Washington, D.C., correspondent ferreting out the political angles of corporate influence. The two journalists make a logical team, and their book is often enlightening about the corporate-political nexus that placed enrichment of the already rich and aggrandizement of the already influential above the common good. . . . Reed and Fitzgerald personalize BP by devoting lots of space to John Browne, the flamboyant chief executive officer from 1995-2007. . . . He is by far the most memorable character in the book.” —USA Today

From the Inside Flap
In 2005, fifteen workers were killed when BP's Texas City refinery exploded. In 2006, corroded pipes owned by BP led to an oil spill in Alaska. And then in 2010, eleven BP contract workers were killed in the Gulf of Mexico's Macondo well blowout. By the time it plugged the hole at the bottom of the Gulf, BP had become the biggest oil polluter in U.S. history, dwarfing the notorious Exxon Valdez, the oil tanker whose drunken captain ran his ship aground in Prince William Sound off Alaska. Some commentators—perhaps BP apologists—suggest this was bound to happen and BP was simply the unlucky company to which this disaster befell. But Stanley Reed, who has been covering the company

for over ten years, and Alison Fitzgerald saw otherwise. In *In Too Deep*, Reed and investigative reporter Fitzgerald show that there is likely a reason that it was a BP well that blew out, and not one that belonged to Exxon or Shell—and that the blame may lie in BP's culture of risk-taking and hard focus on financial results. That culture, they show, was created under former CEO John Browne, who reshaped the company during his twelve-year tenure and then was forced to resign in 2007. They reveal how Browne, while beloved by investors for his growth strategy that saw BP's stock rise, had built a company focused on acquisitions and cost cutting—cultural assets in some areas that ended up being cultural poison in the area of deepwater drilling. The story of how the Gulf disaster happened, and of the behind-the-scenes management of the company, is a fascinating object lesson that we will be learning from for decades. In July 2010, BP successfully "killed" the company's damaged deepwater well. But the environmental fallout and public relations campaign to rebuild the brand are just beginning. *In Too Deep* details why BP suffered this disaster, why now, and what's next for the oil giant.