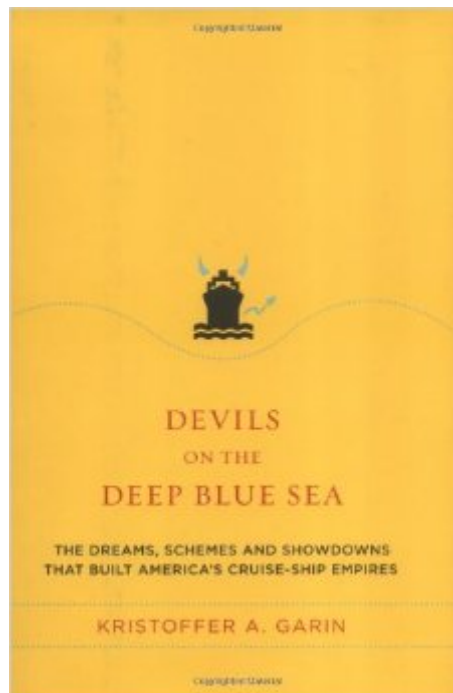


The book was found

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



Synopsis

Left for dead after the advent of cheap, reliable air travel forty years ago, cruise shipping in the decades since has been reborn as a \$12 billion industry on the cutting edge of twenty-first century global capitalism. Today, nearly ten million Americans take cruises each year, sailing to exotic destinations on floating cities that can cost upwards of \$600 million each to construct. In this terrifically entertaining history, Kristoffer A. Garin chronicles the industry's rise from humble and comic beginnings in the early sixties through waterfront corruption and the incalculably huge impact of the hit television series *The Love Boat* in the seventies and eighties to the recent consolidation wars. Entrepreneurial genius and bareknuckle 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. Few businesses in America today are as colorful, lucrative, and innovative as cruise shipping, and *Devils on the Deep Blue Sea* is the first book to give readers a compelling behind-the-scenes look into these floating empires and the modern-day robber barons who shaped them.

Book Information

Hardcover: 384 pages

Publisher: Viking; 1st edition (June 23, 2005)

Language: English

ISBN-10: 0670034185

ISBN-13: 978-0670034185

Product Dimensions: 6.4 x 1.3 x 9.5 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (50 customer reviews)

Best Sellers Rank: #1,095,488 in Books (See Top 100 in Books) [#39 in Books > Engineering & Transportation > Transportation > Ships > Passenger](#) [#292 in Books > Travel > Food, Lodging & Transportation > Cruises](#) [#447 in Books > Business & Money > Industries > Transportation](#)

Customer Reviews

Being a vacationer who has been on numerous cruises, this book recommendation looked like a certain fit... *Devils On The Deep Blue Sea* by Kristoffer A. Garin. He does a very good job in revealing how the cruise industry works, and the forces that have shaped it along the way. The story starts in the late 1950's, when the cruise industry was really nothing more than a way to transport passengers from one location to another. The rich often had a lavish experience, while the

"steerage" passengers were cramped and confined to the lower decks with restrictions on where they could go and what they could do. But in both cases, it was still a case of traveling from point A to point B. The airline industry quickly made cruise ships obsolete for rapid travel, and the shipping lines were becoming a footnote in history. But a few people thought that cruising could become a destination in itself, a way to vacation, see other lands, and then return to where you started. But the appeal had to be broad, and the luxuries of first class had to extend to all the passengers. Through visionaries, financial risks, and mergers, what we have today is a \$13 billion dollar industry that is truly global in numerous aspects. But behind the glitter and glamour, there are some less appealing items of interest...Garin talks about how the cruise industry is largely staffed by impoverished workers from third-world nations who sign on for low base wages and whatever tips come from passengers. To many of us, these base wages wouldn't even support poverty, but they are considerable in the countries where the workers come from. The hours and rules aboard ship are harsh, with 12 to 16 hour days with little time off the norm.

[Download to continue reading...](#)

Devils on the Deep Blue Sea: The Dreams, Schemes and Showdowns That Built America's
Cruise-Ship Empires Ship of Gold in the Deep Blue Sea: The History and Discovery of the World's
Richest Shipwreck Ship of Gold in the Deep Blue Sea Exodus: Empires at War: Book 11: Day of
Infamy (Exodus: Empires at War.) Dreams: Lucid Dreaming - Lucid Dreams - New Age Dreams: A
Beginner's Guide Book on How to Become Conscious in Your Dreams: Dream and Sleep, Volume 2
Cruise Ship Job In 14 Days: The Laser Strategy for Next Generation Applying Murder On The
Ascent (A Cruise Ship Cozy Mystery, Book 3) See How They Run: Campaign Dreams, Election
Schemes, and the Race to the White House BLUE BEETLE 1: THRILLS! MYSTERY! INTRIGUE!: 4
COMPLETE CLASSIC ISSUES OF THE BLUE BEETLE COMIC BOOKS FROM THE GOLDEN
AGE OF THE 1940s - OVER 270 PAGES (BLUE BEETLE COMICS) Across the Deep Blue Sea:
The Saga of Early Norwegian Immigrants Dreams: Interpreting Your Dreams and How to Dream
Your Desires- Lucid Dreaming, Visions and Dream Interpretation (Dreams, Lucid dreaming,
Visions,) Empires of the Sea: The Siege of Malta, the Battle of Lepanto, and the Contest for the
Center of the World Sea Kayaker's Deep Trouble: True Stories and Their Lessons from Sea
Kayaker Magazine A Season Is a Lifetime: The Inside Story of the Duke Blue Devils and Their
Championship Seasons Tales from the Duke Blue Devils Hardwood La peticiÃ n del seÃ or Baker.:
BilogÃ-a SeÃ or Baker. (BilogÃ-a SeÃ or Baker (Segunda parte) nÂº 2) (Spanish Edition) Light
Blue Reign: How a City Slicker, a Quiet Kansan, and a Mountain Man Built College Basketball's
Longest-Lasting Dynasty The Strip-Built Sea Kayak: Three Rugged, Beautiful Boats You Can Build

The Gathering Wind: Hurricane Sandy, the Sailing Ship Bounty, and a Courageous Rescue at Sea
Deep Thoughts & Vulgar Quotes: The Book for Adults filled with Dirty Quotes, Deep and Vulgar
Thoughts, Profane Proverbs! (Shut the F*ck Up and Color 7)

[Dmca](#)