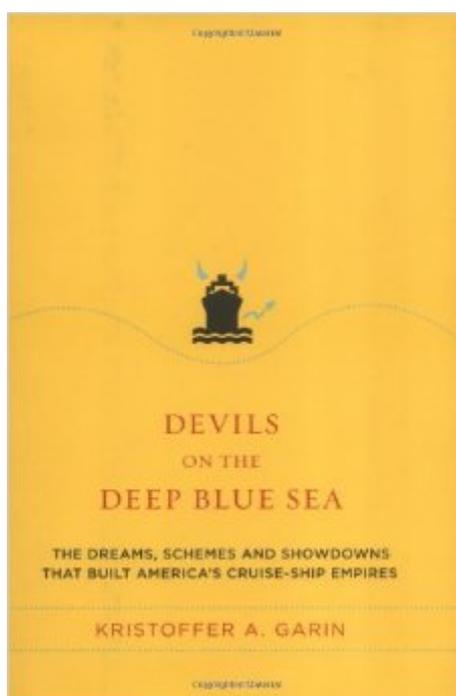


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# Devils On The Deep Blue Sea: The Dreams, Schemes And Showdowns That Built America's Cruise-Ship Empires



## 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

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## 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.

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