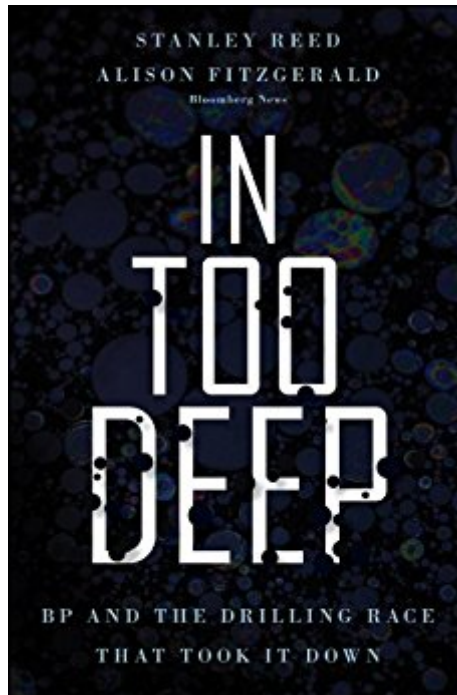# In Too Deep: BP And The Drilling Race That Took It Down (Bloomberg)

Synopsis

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.

Book Information

File Size: 1084 KB

Print Length: 253 pages

Publisher: Bloomberg Press; 1 edition (December 20, 2010)

Publication Date: December 20, 2010

Sold by:Â Digital Services LLC

Language: English

ASIN: B004GB15XA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #763,287 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #115 inÂ Books > Engineering & Transportation > Engineering > Energy Production & Extraction > Drilling Procedures   #138 inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Oil & Energy   #160 inÂ Books > Business & Money > Industries > Energy & Mining > Natural Resource Extraction

Customer Reviews

The vast majority of press reports about BP's horrific oil spill revolved around environmental consequences and clean up efforts. This books 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.

I 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!

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.

It does read like a novel. A very enjoyable story of the inside politics and characters of a giant multinational corporation. Compelling and entertaining.

After reading about 6 books on the Deepwater Horizon, I was very lucky to have left this one for last. As someone else said, it fills in the gaps and does not place blame. I continue to nurture great admiration for BP's highlights over the other major oil giants.

Download to continue reading...

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 Your Husband Took My Virginity. I took Your Husband.: May The

Best Woman Win! (Your Husband Took My Virginty. I took Your Husband.) (Volume 1) You Wouldn't Want to Sail on the Mayflower!: A Trip That Took Entirely Too Long Down, Down, Down: A Journey to the Bottom of the Sea Bringing Down the House: The Inside Story of Six M.I.T. Students Who Took Vegas for Millions 21: Bringing Down the House: The Inside Story of Six M.I.T. Students Who Took Vegas for Millions Deep Learning: Natural Language Processing in Python with Word2Vec: Word2Vec and Word Embeddings in Python and Theano (Deep Learning and Natural Language Processing Book 1) Hydraulic Fracturing Explained: Evaluation, Implementation, and Challenges (Gulf Drilling) Petroleum Rock Mechanics: Drilling Operations and Well Design Deep Learning: Natural Language Processing in Python with GLoVe: From Word2Vec to GLoVe in Python and Theano (Deep Learning and Natural Language Processing) HomeSkills: Carpentry: An Introduction to Sawing, Drilling, Shaping & Joining Wood Gemstone Tumbling, Cutting, Drilling & Cabochon Making: A Simple Guide to Finishing Rough Stones A Primer of Oilwell Drilling, 7th Ed. A Primer of Oilwell Drilling Applied Drilling Engineering (Spe Textbook Series, Vol 2) Drilling Data Handbook 9th Edition Gas Well Deliquification, Second Edition (Gulf Drilling Guides) Deep-Sea Anglerfish and Other Fearsome Fish (Creatures of the Deep) Deep Learning: Natural Language Processing in Python with Recursive Neural Networks: Recursive Neural (Tensor) Networks in Theano (Deep Learning and Natural Language Processing Book 3)