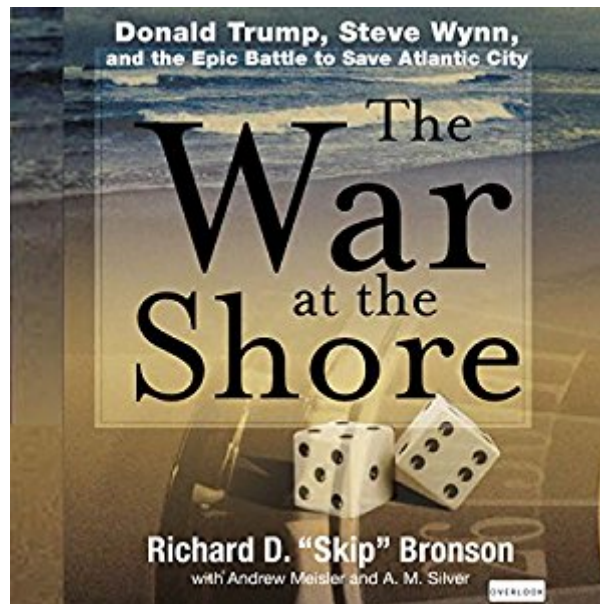


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# The War At The Shore: Donald Trump, Steve Wynn, And The Epic Battle To Save Atlantic City



## Synopsis

The high-stakes battle between two casino titans over the Las Vegas of the East Coast. It's all quiet now on the eastern front of the American gaming industry - Atlantic City, New Jersey - but for five chaotic years, real estate developer Richard "Skip" Bronson was at the white-hot center of a titanic clash of money and power that transformed Atlantic City from a struggling day-tripper place with buses in and out to a born again destination drawing tourists from New York, Philadelphia, and other major cities along the eastern seaboard. From 1995 to 2000, two of the world's best-known companies - Mirage Resorts and Trump Resorts - run by two of the most flamboyant businessmen of our time, fought a bare-knuckled, high-stakes battle over a prime piece of real estate in one of America's most famous resort towns. No money was spared, no punch was pulled, no invective went unhurled in *The War at the Shore*. Now Bronson, who was a member of the board of directors of Mirage and president of New City Development Company, the Mirage subsidiary whose primary purpose was to build a top-level new casino and hotel complex in Atlantic City, tells the inside story of this epic struggle. Along the way, Bronson weaves in fascinating and inspiring anecdotes from his complicated past: A product of a fractured family and city-owned housing project in Hartford, Connecticut; former paperboy, spelling bee champion yet college dropout; and prolific developer of shopping centers and office buildings-including CityPlace, Connecticut's tallest skyscraper-Bronson embodies the self-made business success story. Gripping from beginning to end, *The War at the Shore* is a rare up-close look at the world of casino development and the essential modern chapter in the history of America's "Boardwalk Empire".

## Book Information

Audible Audio Edition

Listening Length: 6 hours and 9 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: The Overlook Press

Audible.com Release Date: July 17, 2012

Language: English

ASIN: B008MEOB0G

Best Sellers Rank: #171 in Books > Audible Audiobooks > Arts & Entertainment > Games

#1718 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #2022

in Books > Audible Audiobooks > History > United States & Canada

## Customer Reviews

I could not put this book down. I literally stayed up all night and read it cover-to-cover. Despite a prolific, accomplished career as a real estate developer and senior executive at one of the most successful and impactful gaming companies ever, Skip Bronson is self-made, and it is his humility that allows him to tell his story in such a gripping, captivating, and compelling way that it slowly pulls you in. You are in the trenches with Skip, (and Mirage Entertainment's Steve Wynn!) as he does battle as the underdog, against the 800 pound gorilla Donald Trump, who is one of the fiercest (and also one of the dirtiest) adversaries whose tactics anyone has ever documented in the popular business press. It would be easy to pen a self-serving, ego-centric bio that personalizes those epic battles and oversimplifies the world into good and evil. Instead, Bronson provides a thoughtful analysis from a business perspective, while bringing you into the ring as he battles the corrupt and double-crossing politicians, negotiates with neighborhood activists, and mobilizes his team for an all-out battle to build a casino in Atlantic City. You will not look at Donald Trump the same way again. A must read!

As someone who worked with Skip (albeit peripherally) in the Hartford, Bridgeport and Providence casino attempts, I was not quite sure what to expect from Skip the author. But I was pleasantly surprised. The stories about the CT and RI casinos were tons of fun for me to read and brought back all sorts of memories. However, you do not have to be an insider to enjoy this book. I had no involvement in the Atlantic City process (which is most of the book) and I found it incredibly interesting, very well paced, humorous in many ways and very informative. Skip has truly given an insider's tour of the casino-approval process, with all of its interesting characters and continually frustrating processes. What I perhaps enjoyed most of all was the bluntness and sometimes brutal honesty of his assessments and experiences. He says the stuff we all think but are afraid to say. I read this book in one evening - not only because it is not overly long, but because it was so interesting and it drew me in - I truly wanted to find out what happened in Atlantic City.

This is a workmanlike telling of an interesting story. The author seems like a relatively straight shooter, though a bit self-promotional. Some of the stories seem mostly name drops. But all in all, not bad.

Two of my favorite chapters going man to man against each other, this is how real life is about in business. Lots of drama and a must read for those who like gambling, business, Wynn, Trump and

Atlantic City.. this is real life

this was an intriguing story, told through the eyes of the author about the battle between Donald Trump and Steve Wynn. gives a lot of great insight and keeps you hooked throughout the entire book. highly recommended.

Quite an interesting story about the gambling 'mecca" that Atlantic City is not. Unfortunately the author is an insecure guy and it gets in the way of his good story telling and reporting. Do we need to know that his wife was a top SNLL photographer who was heir to the Baskin Robbins fortune. Also some of his personal story sound fishy: he grew up in a Hartford housing project but was a childhood friend of Senator to be Chris Dodd? Do tell. He also glosses over the mob ties in all this. Example Mrs Paul McCartney's (Beatles fame) father has/had some very complex mob ties with his trucking biz. But quibbles major and minor aside (and there are many) the story is a primer on how politics and business work and don't. And there is some real drama and emotion. Unfortunately it is about the low life gambling biz and the sleaze of it oozes out between the lines. Did I add that with NY legalizing 7 casinos Atlantic City is about to go bust with gambling down way down for the past few years. AC is about to be what it has been for 40 years: a slum and gambling and the creepy politics allied with it only kinda enriched themselves. The City itself is likely doomed. But a good read most of the time

I loved this book. I couldn't put it down. It is fascinating to get an insider's perspective on what it takes to accomplish extraordinary things. This book will make you dream big and not give up even when the chips are down. Enjoy!

Steve Wynn gave "The Donald" an ass kicking when they went to war in Atlantic City.:

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