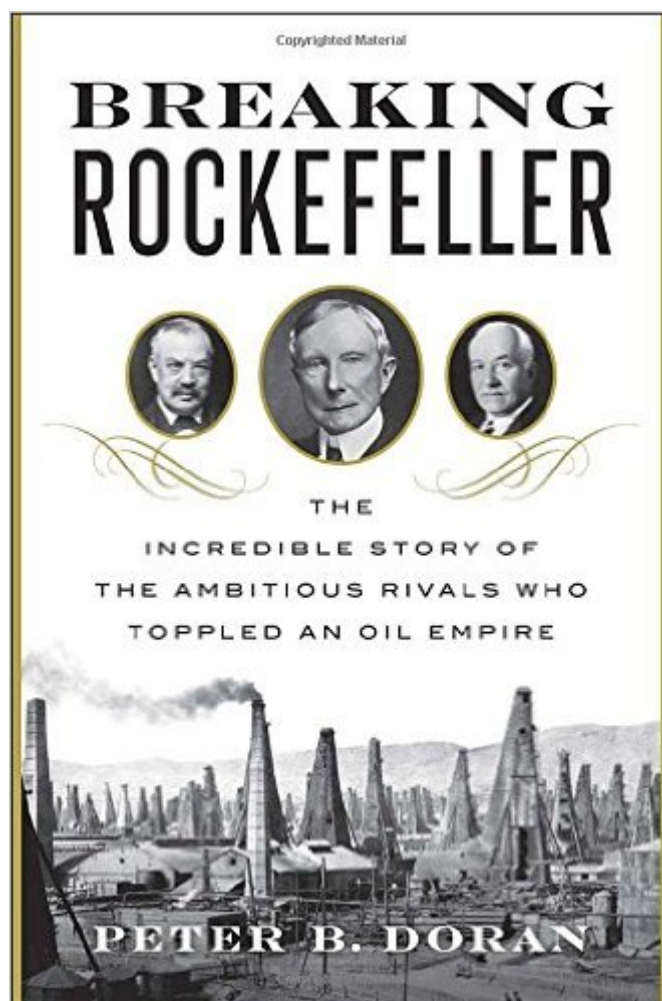


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# Breaking Rockefeller: The Incredible Story Of The Ambitious Rivals Who Toppled An Oil Empire



## Synopsis

The incredible tale of how ambitious oil rivals Marcus Samuel, Jr., and Henri Deterding joined forces to topple the Standard Oil empire — Marcus Samuel, Jr., is an unorthodox Jewish merchant trader. Henri Deterding is a take-no-prisoners oilman. In 1889, John D. Rockefeller is at the peak of his power. Having annihilated all competition and possessing near-total domination of the market, even the U.S. government is wary of challenging the great “æanaconda” of Standard Oil. The Standard never loses — that is until Samuel and Deterding team up to form Royal Dutch Shell. — A riveting account of ambition, oil, and greed, *Breaking Rockefeller* traces Samuel’s rise from outsider to the heights of the British aristocracy, Deterding’s conquest of America, and the collapse of Rockefeller’s monopoly. The beginning of the twentieth century is a time when vast fortunes were made and lost. Taking readers through the rough and tumble of East London’s streets, the twilight turmoil of czarist Russia, to the halls of the British Parliament, and right down Broadway in New York City, Peter Doran offers a richly detailed, fresh perspective on how Samuel and Deterding beat the world’s richest man at his own game.

## Book Information

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## Customer Reviews

Peter Doran tells the story of Marcus Samuel Jr. a Jewish 19th century trader who rises from the hard scrabble neighborhood of Houndsditch, London to the heights of the global oil business and a high peerage in the Court of Saint James. Doran’s book is in the tradition of Daniel Yergin’s “æThe Prize” and Anthony Sampson’s “æThe Seven Sisters” and is filled with the high

drama of the early years of the oil industry. The oil business of 1900 was far different than today. Rockefeller's Standard Oil dominated the industry like no other and kerosene, not gasoline was its main product. However change was in the wind. The oil production capital was moving from the depleted oilfields of the United States to the booming Baku oil fields of Russia. There the Nobel Brothers and the Rothschild's were beginning to upset Rockefeller's hold on the global oil market. Into this milieu comes Marcus Samuel. He has the strategic vision to move Russian oil through the Suez Canal to the Asian markets he knew so well. The one problem was that the Suez Canal, for safety reasons, refused to allow oil tankers to enter the canal. It here where Samuel has designed and built a double-hulled tanker that convinces the canal officials to allow passage. Of a sudden, Standard Oil was threatened with cheap Russian oil in Asia under the name of Shell Transport and Trading, the Shell Oil name of today. Competing with Samuel in Asia was Henri Deterding's Rothschild backed Royal Dutch. Using geological science Deterding discovers a gusher in Sumatra that underprices Shell. After several years of competing with each other Deterding gains the upper hand by forcing a merger with Shell that forms Royal Dutch/Shell Group of today based on a 60/40 split favoring Royal Dutch.

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