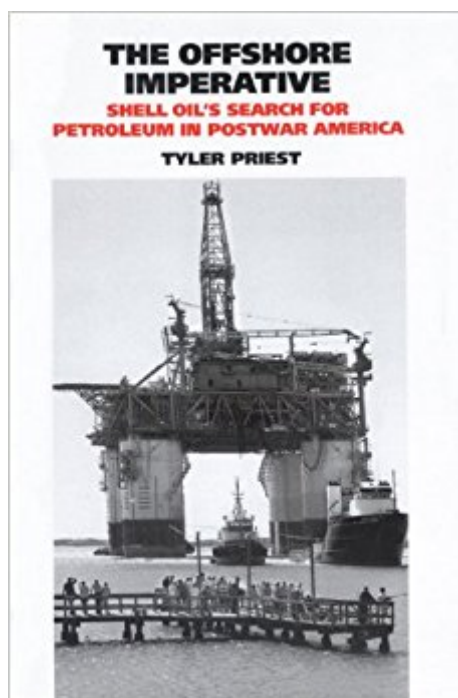




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The Offshore Imperative: Shell Oil's Search For Petroleum In Postwar America (Kenneth E. Montague Series In Oil And Business History)



Synopsis

After World War II, the discovery and production of onshore oil in the United States faced decline. As a result, offshore prospects in the Gulf of Mexico took on new strategic value. Shell Oil Company pioneered many of the early moves offshore and continues to lead the way into “deepwater.” Tyler Priest’s study is the first time the modern history of Shell Oil has been told in any detail. Drawing on interviews with Shell retirees and many other sources, Priest relates how the imagination, talent, and hard work of personnel at all levels shaped the evolution of the company. The narrative also covers important aspects of Shell Oil’s corporate evolution, but the company’s pioneering steps into the deepwater fields of the Gulf of Mexico are its signature achievement. Priest’s study demonstrates that engineers did not suddenly create methods for finding and producing oil and gas from astounding water depths. Rather, they built on a half-century of accumulated knowledge and improvements to technical systems. Shell Oil’s story is unique, but it also illuminates the modern history of the petroleum industry. As Priest demonstrates, this company’s experiences offer a starting point for examining the understudied topics of strategic decision-making, scientific research, management of technology, and corporate organization and culture within modern oil companies, as well as how these activities applied to offshore development. ~ ~ ~

Book Information

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Customer Reviews

“The story Priest tells is a rich and exciting one around a technology revolution. . .”
Technology and Culture (Technology and Culture 2009-04-01)“ . . . shows how information
acquisition and processing provided the company with a tangible competitive advantage.”
(Ellis Goldberg Business History Review 2008-06-01)“Dr. Priest has written a
thoroughly-researched and interesting history of post World War II petroleum exploration.”
(Permian Basin Historical Annual 2007-01-01)“Superb contribution to the history of the
industry” extremely well researched and written.” (The Leading Edge
2008-05-01)

"This strong book shows how important Shell Oil's activities in the Gulf were to modern oil
production."

Reads like an historical novel.

I've worked for Shell for over 30 years, most of it in the offshore side. This book does a nice job of
summarizing the key bits of history, and even adds a couple of things I didn't know about. But the
kindle edition is just unreadable, as in illegible. The font makes it look like poor printing on wax
paper. I tried every tweak I could, but nothing fixes it. Literally gives me a headache. I don't know if
the print book has the same problem, but I can't recommend the ebook edition.

Namely, some historical information about leasing in the Gulf of Mexico. However, I did find some
other information for use in the project I am involved with

I enjoyed the book from cover to cover. Although the timeline was off by a year or so on a couple of
items I was personally involved with, it did not detract from the history of a great company. There
was always pride and satisfaction among the people involved in exploration for Shell. Many of the
great leaders in the effort were appropriately recognized throughout the book. Woody Hardman

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