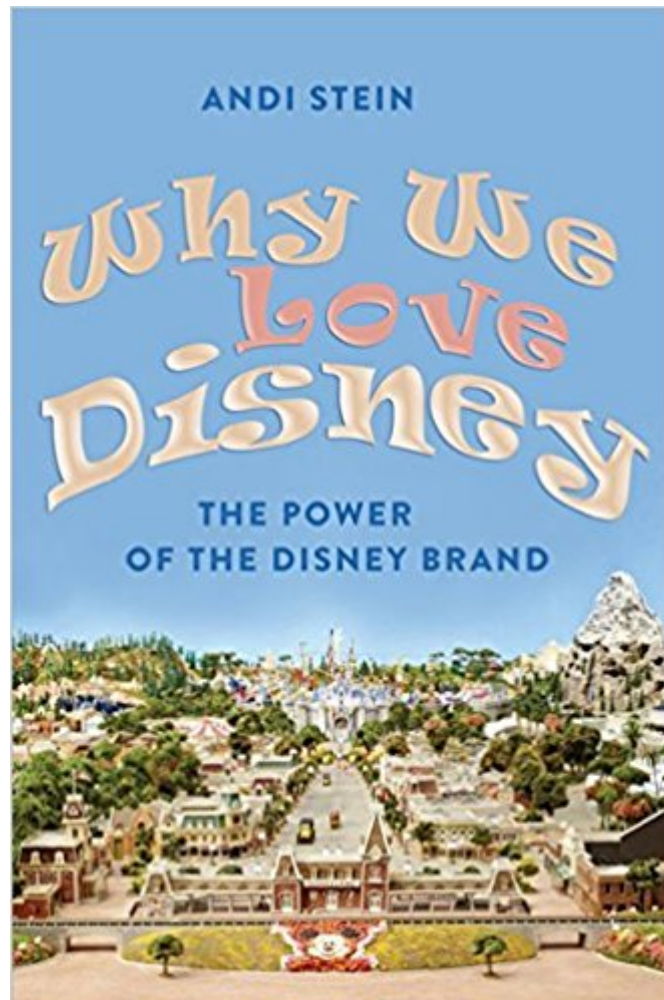




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Why We Love Disney: The Power Of The Disney Brand



Synopsis

From its beginnings as a small studio in the 1920s, the Disney Company has become one of the most influential organizations in the world of entertainment. *Why We Love Disney* examines the influence of the Walt Disney Company and the reasons for Disney's universal appeal. Starting with the early days of Walt Disney, the book examines the company's evolution, and discusses the products and services Disney has created and marketed over the years to build its brand. Chapters focus on different elements of Disney – from characters and theme parks to music and home entertainment – to offer the reader a clear overview of the organization's history, products, management, and marketing practices. An examination of the many facets of Disney clearly shows the strategic steps the company has taken over the years to build its brand and make itself one of the major forces in the entertainment industry.

Book Information

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Customer Reviews

Andi Stein is Associate Professor in the Department of Communications at California State University, Fullerton. She worked as a journalist and public relations practitioner for 16 years prior to becoming a professor. Stein is the co-author of *News Writing in a Multimedia World* (2004) and *An Introduction to the Entertainment Industry* (Peter Lang, 2009). She has a BA from George Washington University, an MA from the University of North Carolina at Chapel Hill, and a PhD from the University of Oregon.

I loved learning detailed histories of different parts of the Disney companies. But from the title, I expected to learn "why we love Disney" not just how great they are at cross promoting. I read lots of business books, so I purchased this for suggestions of what Disney does that I might learn to do in my company. That doesn't appear to be the author's intent in writing this. I'd still recommend it for a Disney fan. But if you're looking for tools and strategies to incorporate into your own business, you'll need to find another book.

DISCLAIMER It seems like reviews that are not 100% favorable - subject the reviewer to loads of criticism from die-hard Disney fans. The premise seems to be that anything having to do with Disney is GREAT, and any criticism is evil. However, for a review to be meaningful; I believe that the reviewer should try to tell the listening audience how a specific book (or product) affected them, so that people considering the purchase of the product can evaluate the review (with a grain of salt) and apply what they learn towards their decision to buy it or not. With that out of the way... here is my review, based solely on my personal opinion. Take it or leave it.-----The writer is a great researcher, and has organized facts about Disney in a very academic way. I personally would have been much more interested in this book if... 1) it wasn't just another conglomeration of 'known' Disney history, 2) the writer had injected some additional effort to captivate her readers with her storytelling charm, 3) put a price on the book that was more in line with others on that same subject. Because she is working in the educational field, this book seemed to favor more of a text book presentation, and I suspect that she followed a mind set that "Text Books" are expensive, and because she is in the educational field... her book should be expensive too. And probably the most important point that I can make about this book is that her title... "Why We Love Disney: The Power of the Disney Brand"... although unique in its approach (and the reason why I purchased the book in the first place) was never really explored, answered or evaluated to any degree that would warrant that title. That part of the writer's marketing approach Really bothered me, especially seeing as this book came with such a high cost. It just didn't deliver as her title promised. If any NEW Disney fans want to gain knowledge of Disney... there is a plethora of books that do it with greater "entertainment value" in mind, and a whole lot cheaper... Bob Thomas, Jim Krokis have really great books out, to name a few - and titles like "The Animated Man", and one of my favorites... "Disney Wars" which unmask the Disney Corporation in great 'inside' detail. If I was a new person to the 'concept' of Disney, and wanted to know how they created the most recent version of the theme park industry... And I was willing to sit in a classroom to gain this knowledge... then this book would

be where I'd start. But, and I may be wrong here... this business is supposed to be fun and entertaining, and unfortunately this book (although well researched) does not follow an entertainment approach. My hat is off to the writer for research and development! However, I found this book to be more of a culmination of 'old' Disney history that was more inexpensively obtained elsewhere. And my advice to her and all future writers is... when you come up with a 'great and unique title' like her's... make sure that there is adequate information that support such a title, in order to educate your audience about... "Why We Love Disney: The Power of the Disney Brand".

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