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Toy Wars The Epic Struggle

Although it may seem to outsiders like a playful pursuit, manufacturing and marketing toys is not all fun and games. Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them, by journalist and novelist G. Wayne Miller, reveals the realities of the business and the people behind it. By focusing on Fortune 500 toymaker Hasbro and the

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Hassenfeld family, which has guided the company since its founding some nine decades ago, Miller offers a rare insider look at this ...

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If you're interested in the toy industry they're worth picking up. The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers Creating Ever-Cool: A Marketer's Guide to a Kid's Heart Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them Consuming Kids: The Hostile Takeover of Childhood

Amazon.com: Toy Wars: The Epic Struggle Between G.I. Joe ...

Toy Wars is about Alan's struggle to balance the demands of the bottom line with his ideals about the kind of toys children

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deserve, as well as the ethical obligations of management. Wayne Miller, an award-winning journalist and novelist, was granted unprecedented access to Hasbro, the maker of G.I. Joe, Star Wars toys, Mr. Potato Head, Batman, Monopoly, Scrabble, Trivial Pursuit, and countless other favorites.

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TOY WARS: THE EPIC STRUGGLE BETWEEN G.I. JOE, BARBIE, AND THE COMPANIES THAT MAKE THEM G. Wayne Miller (Times Books, \$25) The subtitle of this would-be corporate thriller is a

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bit misleading ...

TOY WARS: THE EPIC STRUGGLE BETWEEN G.I. JOE, BARBIE, AND ...

Toy Wars is about Alan's struggle to succeed -- as captain of industry, and moral being. A tale of a gentle, generous and idealistic man who still embraces the '60s belief that the world can be a better place -- but who must answer to Wall Street, with its merciless pressure on the bottom line.

TOY WARS - G. Wayne Miller

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The result is "Toy Wars," billed as "The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them." behind-the-scenes portrait of that quintessential boy toy, GI Joe. Ultimately,...

'Toy Wars': Parade of the Plastic Soldiers

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'Toy Wars' Drama From Josh Gad, Josh Schwartz & Seth ...

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Companies that Make Them (G. Wayne Miller), The Golden Age of Collectible Dolls 1946-1965 (A. Glenn Mandeville), Forever Barbie: The Unauthorized Biography of a Real Doll (M. G. Lord), Barbie: Her Life & Times and the New Theater of Fashion (BillyBoy*), and More: Genre:

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Toy Wars : The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them by G. Wayne Miller Overview - This is the real toy story, an unprecedented behind-the-scenes journey through a world of influence, fantasy, and multimillion-dollar Hollywood deals, a world where the whims of children make millionaires and topple titans.

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