

## Toy Wars The Epic Struggle Between G I Joe Barbie And The Companies Who Make Them

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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: The Epic Struggle Between G.I. Joe, Barbie, and ...

Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them eBook: G. Wayne Miller: Amazon.co.uk: Kindle Store

Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and ...

Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them. The first major book about the toy business, a world of influence, fantasy, and multimillion-dollar Hollywood deals, "Toy Tycoons" takes readers inside Hasbro to witness corporate restructuring, a makeover of G.I. Joe, the collapse of a \$45 million virtual-reality game, and a takeover attempt by arch rival Mattel. 448 pp. Author tour.

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Toy Wars is about Alan's struggle to balance the demands of the bottom line with his ideals about the kind of toys children deserve, as well as the ethical obligations of management.Wayne Miller,...

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

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 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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The Epic Struggle Between G.I. Joe, Barbie and the Companies That Make Them. Random House/Times Books/February 1998 (hardcover), and Adams/January 1999 (paperback). Forget Disney. This is the real toy story, an unprecedented behind-the-scenes journey through a world of power, ego and multi-million-dollar Hollywood deals -- the world of Batman, Barbie, Mr. Potato Head, Star Wars and G.I. Joe -- a world where the whims of children make millionaires and topple kings, sometimes overnight.

TOY WARS - G. Wayne Miller

Toy Wars: The Epic Struggle Between G.I. Joe, Barbie and the Companies That Make Them: Miller, G Wayne: Amazon.sg: Books

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