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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.

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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

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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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G.I. Joe, Barbie, and ...

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Between G.I. Joe, Barbie, And The
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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 Makeo

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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 ...

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

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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

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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.

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Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies that Make Them by G. Wayne Miller. Crown Business. Hardcover. VERY GOOD. Light rubbing wear to cover, spine and page edges. Very minimal writing or notations in margins not affecting the text. Possible clean ex-library copy, with their stickers and or stamps. ...

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. This is also the story of an unusual man. Alan Hassenfeld, the chief executive officer

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of Hasbro, never intended to run a Fortune 500 company. A free spirit who dreamed of being a writer and exploring Asia, he was content to remain in the shadow of his older brother Stephen, a marketing genius who transformed a family firm established by immigrant Jews into powerhouse and Wall Street darling. Then tragedy struck. Stephen, and intensely private man, died of AIDS, a disease he had not acknowledged he had, even to his family. Alan Hassenfeld was named CEO, just as Hasbro was facing a daunting onslaught of challenges. 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, an award-winning journalist

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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. For five years, he sat in on design sessions, marketing meetings, and focus groups, and interviewed employees in every part of the company. He witnessed a major corporate restructuring; crucial deal with Dreamworks SKG; a hostile takeover bid by archrival Mattel; the collapse of a \$45 million virtual reality game; and the company makeover of G.I. Joe, Hasbro's flagship product and one of the most popular toys of all time. Toy Wars is filled with many colorful characters, including: Hollywood moguls Steven Spielberg and George Lucas, whose kid-friendly movies can

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translate into licensing gold for toymakers Mighty Morphin Power Rangers creator Haim Saban, who tapped into a popular Japanese TV series and made it a worldwide television and merchandising phenomenon Mattel CEO Jill Barad, the second-highest-paid woman in corporate America, who promotes and defends Barbie with the zeal of a religious crusader Hasbro executive Al Verrecchia, the loyal second in command who did not let friendship or tradition stand in the way of a dramatic restructuring Larry Bernstein, arguably the best toy salesman ever, a riotous raconteur whose divisional presidency crumbled when he was unable to meet Hasbro's profit goals Rich in family drama and written with sly wit, Toy Wars is a deeply compelling

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business story, a fascinating tour through a billion-dollar industry that exerts tremendous influence on the lives of children everywhere.

An eye-popping, unauthorized exposé of the House of Barbie From Boise to Beijing, Mattel's toys dominate the universe. Its no-fun-and-games marketing muscle reaches some 140 countries, and its iconic products have been a part of our culture for generations. Now, in this intriguing and entertaining exposé, New York Times bestselling author Jerry Oppenheimer places the world's largest toy company under a journalistic microscope, uncovering the dark side of toy land, and exploring Mattel's oddball corporate culture and eccentric, often bizarre, cast of characters. Based on exclusive

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interviews and an exhaustive review of public and private records, Toy Monster exposes Mattel's take-no-prisoners, shark-infested corporate style. Throughout this scrupulously reported, unauthorized portrait, you'll discover how dangerous toys are actually nothing new to Mattel, and why its fearsomely litigious approach within the brutal toy business has helped their products dominate potential rivals such as Bratz. Introduces you to the larger-than-life personalities that have shaped Mattel's eccentric world Offers an inside look- from an experienced author-at the scandals that have been a part of this iconic company Jerry Oppenheimer is also the author of Madoff with the Money, an in-depth look at Bernie Madoff the man and his billion dollar scam Engaging and

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accessible, Toy Monster shows you why today's toy business isn't always fun and games.

Having escaped religious persecution in Eastern Europe in 1903, Alan Hassenfeld's grandfather and great-uncle arrived in America as penniless teenage immigrants - refugees who went from hawking rags on the streets of New York City to building what became the world's largest toy company, Hasbro. Alan's father, Merrill, brought Mr. Potato Head and G.I. Joe to consumers and his only brother, Stephen, made Hasbro a Fortune 500 company and Hollywood player. Alan was the free spirit who wanted to write novels, date beautiful women and travel the world. He never wanted to run Hasbro, and no one ever believed he would - or

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could. And then Stephen died, tragically of AIDS. "Kid Number One," as Alan liked to call himself, was suddenly chairman and CEO.

Silencing the skeptics, he took the company to greater heights - and then almost killed it with a series of bad decisions including Hasbro's acquisition of rights to POKÉMON. Putting ego aside, Hassenfeld gave his long-time lieutenant Al Verrecchia command and set in motion a plan whereby he would leave the corner office. Verrecchia saved the company, and after renewed success, he himself retired, leaving Hasbro in the hands of current CEO and chairman Brian Goldner, so highly regarded that he was brought onto the board of CBS. With his fortune, Hassenfeld could have sailed into the sunset on a yacht, but instead, he went to work

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expanding the long family tradition of Tikkun Olam - "repairing the world" - begun by his grandfather and great-uncle, who, grateful to have survived, tirelessly helped immigrants and needy citizens of their new country. Alan Hassenfeld's philanthropy has helped build two children's hospitals, establish numerous educational and health programs, train young doctors and scientists, resettle refugees, promote peace in the Mideast and more. For decades, he also has been a highly visible advocate for national political and ethics reform, despite personal threats and the scorn of crooked politicians. Kid Number One: A story of heart, soul and business, featuring Alan Hassenfeld and Hasbro, weaves these stories into a seamless, dramatic narrative that begins with the slaughter of Jews in

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1903 Poland and continues to today -- when in an era of unchecked narcissism and greed, Hassenfeld, like Bill Gates, serves as a model for what people of great wealth can do when they put self aside. Kid Number One also chronicles the history of American toys -- and not just such Hasbro classics as Monopoly, Transformers and Star Wars, but also Mattel's timeless brands including Barbie and many lesser-known toys by companies large and small, many no longer in existence. Granted exclusive and unprecedented access inside a \$5-billion toy and family-entertainment company and one of America's leading if largely unknown philanthropies, G. Wayne Miller, author of the best-selling Toy Wars: The epic struggle between G.I. Joe, Barbie and the companies that make

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them, is uniquely qualified to tell this tale.

Celebrating the spectacular history of Mattel, this volume brings together archival images from the company's early years and expresses the joy and energy of all the toys since its founding, a fantastic tribute to the happiness of childhood and the enduring memories of life's best moments. Readers of all ages will delight in rediscovering their favorite toys and learning the stories behind them.

This book is the culmination of 15 years of research and travels that have taken the author completely around the world twice, as well as on other travels in the Mediterranean, the Baltic, and around the Pacific rim.

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Its purpose has been to try to understand the role of cultural differences within nations and between nations, today and over centuries of history, in shaping the economic and social fates of peoples and of whole civilizations. Focusing on four major cultural areas(that of the British, the Africans (including the African diaspora), the Slavs of Eastern Europe, and the indigenous peoples of the Western Hemisphere--Conquests and Cultures reveals patterns that encompass not only these peoples but others and help explain the role of cultural evolution in economic, social, and political development.

Recounts a pivotal battle in the war for the Pacific during the Second World War, describing the five-week

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effort by the U.S. Marines that would end in the death of more than five thousand men and produce twenty-seven Medal of Honor recipients.

Reprint. 12,500 first printing.

Mirror of Opposition chronicles the physical, mental and spiritual maturation of three adolescent boys who begin their journey as friends training to become samurai warriors at a prestigious dojo. Along the way, their paths soon split apart after an ancient evil destroys all that they know, putting them on their own soul-searching journeys (one alive, one dead, and one undead) to manhood. Eventually, their supernatural paths cross again as they are reunited during an epic battle that will ultimately pit their childhood friendships against everything they

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have come to know and stand for as men.

An authoritative chronicle of the 1918 battle of the Meuse-Argonne region of France details the bloodiest battle in American history and offers an in-depth account of the campaign and its long-term legacy for the Great War and the American military.

Every year, thousands of young people die, leaving in their wake circles of grieving friends in need of support. Many look to how clergy understand loss but few religious traditions have a defined mourning process--or even a role in mourning--for non-family members. Faith Unravels speaks to the profound pain experienced by a forgotten mourner, not by making an argument

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about God or by offering a recipe of rituals, but by sharing a profound story of faith lost and regained anew.

"Mutual Contempt is at once a fascinating study in character and an illuminating meditation on the role character can play in shaping history."—Michiko Kakutani, New York Times

Lyndon Johnson and Robert Kennedy loathed each other. Their antagonism, propelled by clashing personalities, contrasting views, and a deep, abiding animosity, would drive them to a bitterness so deep that even civil conversation was often impossible. Played out against the backdrop of the turbulent 1960s, theirs was a monumental political battle that would shape federal policy, fracture the Democratic party, and have a lasting effect on the

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politics of our times. Drawing on previously unexamined recordings and documents, as well as memoirs, biographies, and scores of personal interviews, Jeff Shesol weaves the threads of this epic story into a compelling narrative that reflects the impact of LBJ and RFK's tumultuous relationship on politics, civil rights, the war on poverty, and the war in Vietnam. As Publishers Weekly noted, "This is indispensable reading for both experts on the period and newcomers to the history of that decade." "An exhaustive and fascinating history. . . . Shesol's grasp of the era's history is sure, his tale often entertaining, and his research awesome."—Russell Baker, New York Review of Books "Thorough, provocative. . . . The story assumes the dimensions of a great drama

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played out on a stage too vast to comprehend." —Jonathan Yardley, Washington Post (1997 Critic's Choice) "This is the most gripping political book of recent years." —Arthur Schlesinger, Jr. A New York Times Notable Book of the Year

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