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

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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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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

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