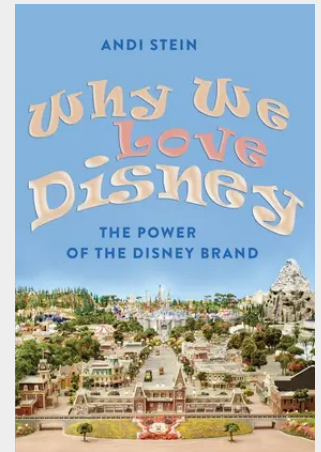


Stein

Why We Love Disney

The Power of the Disney Brand

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.



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