

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

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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 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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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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TOY WARS - G. Wayne Miller

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