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Toy Wars The Epic Struggle

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

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 and

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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.

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COMPANIES THAT MAKE THEM G. Wayne Miller (Times Books, \$25) The subtitle of this would-be corporate thriller is a bit misleading ...

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Toy Wars is about Alan's struggle to succeed -- as captain of industry, and

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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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