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

Toy Wars The Epic Struggle

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people behind it. By
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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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