



Rethinking Disney: Private Control, Public Dimensions

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In recent years, the Walt Disney Company has grown far beyond its beginnings in animated films and theme parks to become a major multinational corporation with global reach. As the company's activities have grown more complex and its influence more ubiquitous, both its internal practices and its attempts to control its now global public environment have generated conflicts that contradict the classic Disney publicity image. The 11 wide-ranging, interdisciplinary essays in this collection cover topics including Animal Kingdom; Gay Days at the theme parks; Disney's connection to sweatshops; commodification of The Lion King on Broadway; the transformation of Winnie the Pooh; Disney's experience in urban planning in Times Square and Celebration, Florida; and Disney's America. A comprehensive introduction contextualizes the essays and relates them to earlier Disney studies.

CONTRIBUTORS include Lee Artz, Sean Griffin, Dick Hebdige, Radha Jhappan, Daiva Stasiulis, and Susan Willis.

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Fern Marshall:

Playing with family within a park, coming to see the water world or hanging out with pals is thing that usually you might have done when you have spare time, in that case why you don't try point that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Rethinking Disney: Private Control, Public Dimensions, you are able to enjoy both. It is great combination right, you still desire to miss it? What kind of hang type is it? Oh come on its mind hangout folks. What? Still don't understand it, oh come on its known as reading friends.

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