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Autore	Zhang Da
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ISBN	93-90020-27-1
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Descrizione fisica	1 online resource (xii, 397 pages)
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Descrizione fisica	1 online resource (168 pages)
Collana	Quick takes: Movies and Popular Culture
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Nota di contenuto	Front matter -- Contents -- Introduction -- 1. Making Disney Magic -- 2. The World According To Disney -- 3. Disney Dollars -- 4. Disney Values -- Acknowledgments -- Further Reading -- Works Cited -- Index -- About The Author
Sommario/riassunto	Over the past century, Disney has grown from a small American animation studio into a multipronged global media giant. Today, the company's annual revenue exceeds the GDP of over 100 countries, and its portfolio has grown to include Pixar, Marvel, Lucasfilm, ABC, and ESPN. With a company so diversified, is it still possible to identify a coherent Disney vision or message? Disney Culture proposes that there is still a unifying Disney ethos, one that can be traced back to the corporate philosophy that Walt Disney himself developed back in the 1920's. Yet, as cultural historian John Wills demonstrates, Disney's values have also adapted to changing social climates. At the same time, the world of Disney has profoundly shaped how Americans view the world. Wills offers a nuanced take on the corporate ideologies running through animated and live-action Disney movies from Frozen to Fantasia, from Mary Poppins to Star Wars: The Force Awakens. But Disney Culture encompasses much more than just movies as it explores the intersections between Disney's business practices and its cultural mythmaking. Welcome to "the Disney Way."

