

1. Record Nr.	UNINA9910816906903321
Autore	Wills John <1971->
Titolo	Disney culture [[electronic resource] /] / John Wills
Pubbl/distr/stampa	New Brunswick, New Jersey : , : Rutgers University Press, , 2017 ©2017
ISBN	0-8135-8333-0 0-8135-8334-9
Descrizione fisica	1 online resource (168 pages)
Collana	Quick takes: Movies and Popular Culture
Classificazione	PER004030SOC022000SOC052000
Disciplina	384/.80979494
Soggetti	Corporate culture Walt Disney Productions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based on print version record.
Nota di bibliografia	Includes bibliographical references and index.
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."

