

1. Record Nr.	UNISA996207964603316
Autore	Brown Stephen
Titolo	Wizard! [[electronic resource]] : Harry Potter's brand magic
Pubbl/distr/stampa	London, : Cyan Books, 2005
ISBN	0-462-09359-X 1-4356-0028-2
Descrizione fisica	1 online resource (192 p.)
Disciplina	338.761823 658.827
Soggetti	Book industries and trade Booksellers and bookselling Brand name products Character merchandising Internet marketing Potter, Harry (Fictitious character) Marketing & Sales Commerce Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preliminaries; Contents; Preface; 1 The Introductory Story; 2 The Stories Story; 3 The Author Story; 4 The Books Story; 5 The Cinema Story; 6 The Secrets Story; 7 The Spin-offs Story; 8 The Critics Story; 9 The Consumers Story; 10 The Brands Story; 11 The Concluding Story; The Endnotes Story
Sommario/riassunto	Harry Potter may not be the biggest brand in the world, or the most venerable, but his story is one of the most dramatic. This book tells the story of the Harry Potter brand and how it has taken the entertainment world by storm.