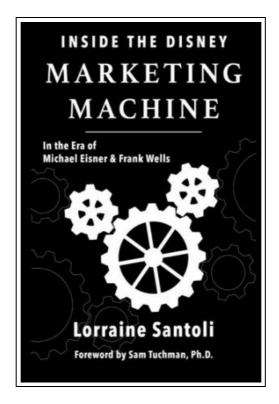
Inside the Disney Marketing Machine: In the Era of Michael Eisner and Frank Wells (Paperback)



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Reviews

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dr. Sierra Lowe Sr.)

INSIDE THE DISNEY MARKETING MACHINE: IN THE ERA OF MICHAEL EISNER AND FRANK WELLS (PAPERBACK)



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