

Toy Monster: The Big, Bad World of Mattel



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Reviews

*This publication can be really worth a go through, and superior to other. It is amongst the most amazing publication we have go through. You wont feel monotony at anytime of your own time (that's what catalogues are for about when you request me).
(Ms. Elda Schaden MD)*

TOY MONSTER: THE BIG, BAD WORLD OF MATTEL



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Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. From Boise to Beijing, Mattel's toys dominate the universe. Its no-fun-and-games marketing muscle reaches some 140 countries, and its iconic products have been a part of our culture for generations. Now, in this intriguing and entertaining expose, New York Times bestselling author Jerry Oppenheimer places the world's largest toy company under a journalistic microscope, uncovering the dark side of toyland, and exploring Mattel's oddball corporate culture and eccentric, often bizarre, cast of characters. Based on exclusive interviews and an exhaustive review of public and private records, Toy Monster exposes Mattel's take-no-prisoners, shark-infested corporate style. Throughout this scrupulously reported, unauthorized portrait, you'll discover how dangerous toys are actually nothing new to Mattel and why its fearsomely litigious approach within the brutal toy business has helped their products to dominate potential rivals, such as Bratz. Engaging and accessible, Toy Monster shows you why today's toy business isn't always fun and games.



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