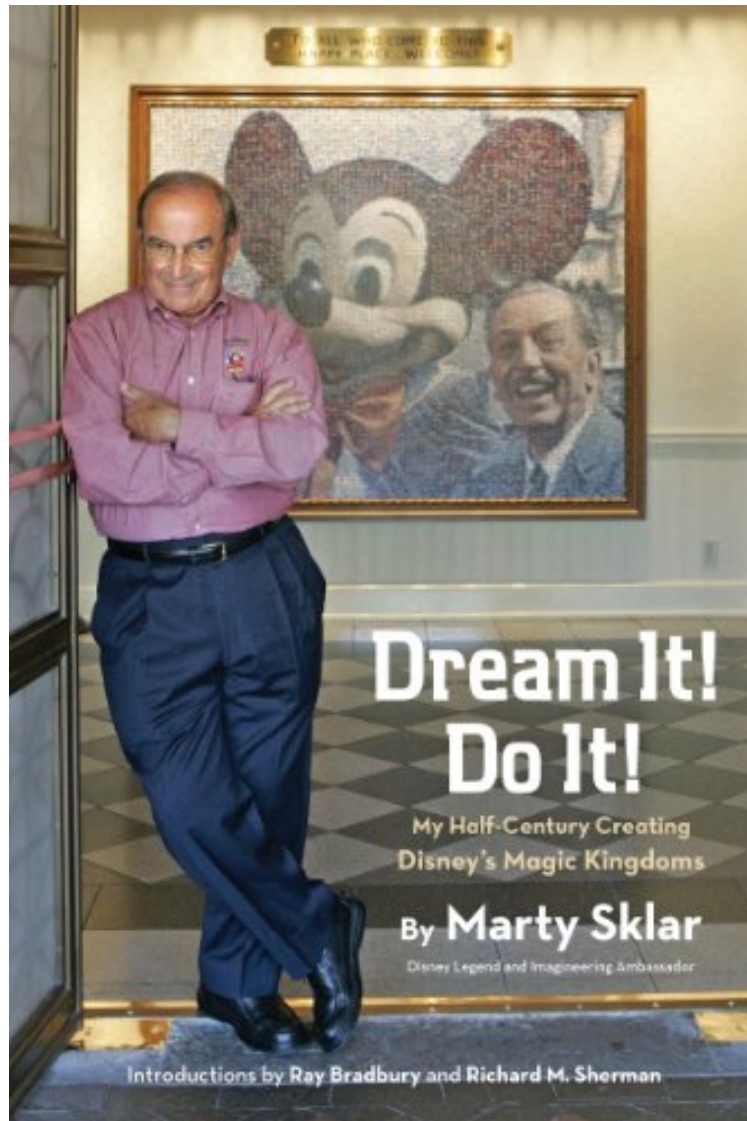


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Dream It! Do It!: My Half-Century Creating Disney's Magic Kingdoms (Disney Editions Deluxe)

Martin Sklar

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Martin Sklar : Dream It! Do It!: My Half-Century Creating Disney's Magic Kingdoms (Disney Editions Deluxe) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dream It! Do It!: My Half-Century Creating Disney's Magic Kingdoms (Disney Editions Deluxe):

0 of 0 people found the following review helpful. Additional Insight From A Former Long-Term Disney Employee By Stella Carrier I am both intuitively and logically aware that I am far from the target audience for this kindlebook that is

Dream It! Do It! My Half-Century Creating Disney's Magic Kingdoms by Martin Sklar. This is because from part of April 2009 until part of May 2010 both my husband and I voluntarily and briefly resided in Orlando Florida less than a few miles from the University of Central Florida campus yet we only visited the actual Walt Disney World a few times compared to what would probably be expected for someone who resided there even briefly. This kindlebook coming from a former long-term Disney employee sheds some perspective on how certain elements of Disney creations came to be. This is because Sklar shares information to show he interacted and carried out plans pertaining to being a Disney theme park professional while Walt Disney was still alive. Martin Sklar also shares how his parents played a role in the type of mindset that formed his goal getter and ambitious nature. Sklar also references the Hercules film and ties it in the how multiple participants of the International Association of Amusement Parks (held November 18 2009 in Las Vegas) discussed Walt Disney's leadership style and more. 0 of 0 people found the following review helpful. Walker By Gilbert Franklin Bought as a gift for someone else 0 of 0 people found the following review helpful. For the Disney fan in your life By Laura H. Maples My daughter is hoping to work for Disney some day. She has already completed a college program internship and plans to apply for the professional internship next year. Since she is interested in Disney from a corporate standpoint any information on the inner workings of the company are helpful to her. This book went beyond that, of course, to show how the company started and the minds and thought processes that brought it into being. Very enjoyable read.

Marty Sklar was hired by The Walt Disney Company after his junior year at UCLA, and began his Disney career at Disneyland in July 1955, the month before the park opened. He spent his first decade at Disney as "the kid," the very youngest of the creative team Walt had assembled at WED Enterprises. But despite his youth, his talents propelled him forward into substantial responsibility: he became Walt's speech writer, penned Walt's and Roy's messages in the company's annual report, composed most of the publicity and marketing materials for Disneyland, conceived presentations for the U.S. government, devised initiatives to obtain sponsors to enable new Disneyland developments, and wrote a twenty-four-minute film expressing Walt's philosophy for the Walt Disney World project and Epcot. He was Walt's literary right-hand man. Over the next forty years, Marty Sklar rose to become president and principal creative executive of Walt Disney Imagineering, and he devoted his entire career to creating, enhancing, and expanding Walt's magical empire. This beautifully written and enlightening book is Marty's own retelling of his epic Disney journey, a grand adventure that lasted over half a century.

About the Author Marty Sklar was a student at UCLA and editor of its Daily Bruin newspaper in 1955 when he was recruited to create an 1890s-themed newspaper, The Disneyland News, a month before the theme park opened. After graduating, he joined Disneyland full-time in 1956, where he held responsibility for most of the park's publicity and marketing materials. In 1961, he moved to WED Enterprises, renamed in 1986 to Walt Disney Imagineering, where he worked on attractions for the 1964 New York World's Fair. For nearly ten years, he wrote personal materials for Walt Disney for use in publications, television and special films. In 1974 he became vice president of concepts/planning, and guided the creative development of EPCOT. As vice president of creative development, executive vice president and then president of Imagineering for nine years, Sklar supervised the design and construction of Tokyo Disneyland, the Disney-MGM Studios, Disneyland Paris, Disney's Animal Kingdom, Disney California Adventure Park, Tokyo DisneySea, the Walt Disney Studios Park and most recently Hong Kong Disneyland.