

Table of Contents

List of Figures	vii
Acknowledgments	ix
1. Introduction	1
2. Disney History: The Walt Disney Years	13
3. Disney History: The Post-Walt Years	33
4. Disney Characters	49
5. Disney Films	67
6. Disney Television	91
7. Disney Theme Parks	109
8. Disney Music	133
9. Disney Theater and Live Entertainment	147
10. Disney Travel and Tourism	165

11. Disney Sports	179
12. Disney Home Entertainment and Interactive Media	197
13. Disney Marketing and Promotion	215
14. Disney Merchandising	229
15. Disney and the Global Marketplace	243
Postscript.....	259
Suggested Readings	261
Index.....	267