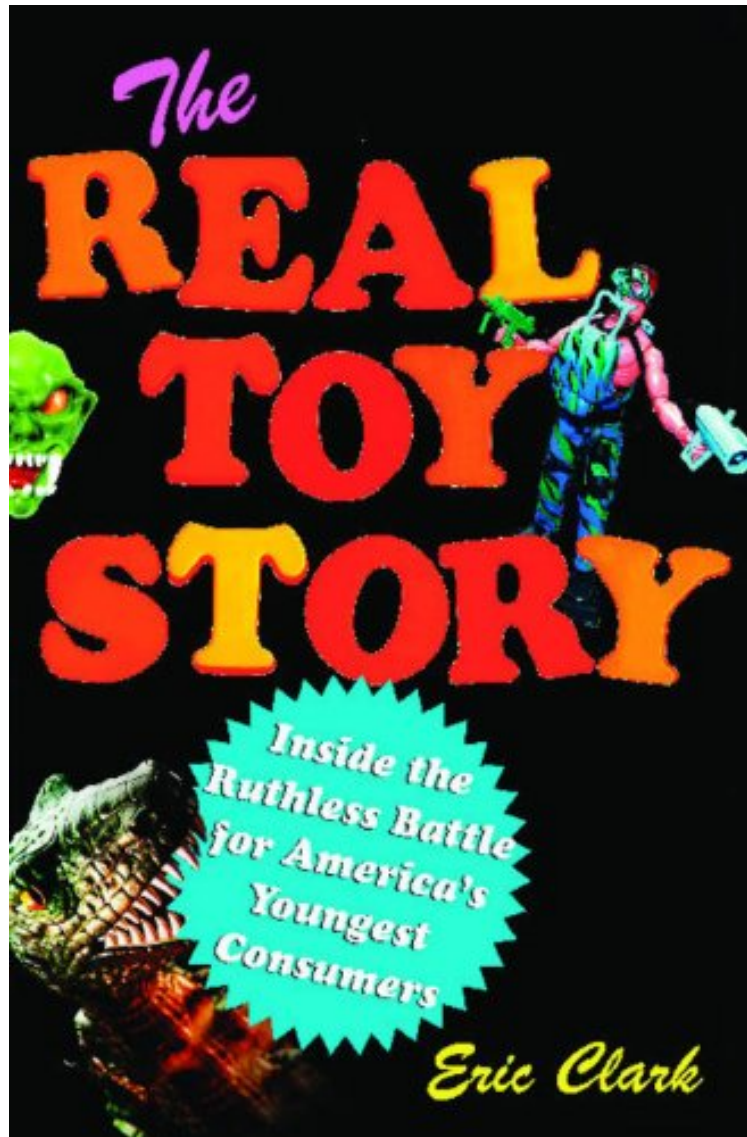


(Get free) The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers

## The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers

*Eric Clark*

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**Eric Clark : The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers:

0 of 0 people found the following review helpful. Study of topic continuesBy M. RobinosI recently purchased, read and enjoyed a companion book, Toy Wars from the late 90s. This book picked the ball up and kept my research on this

topic updated to about 2009. Not too shabby. Very enjoyable read. Recommended. 0 of 1 people found the following review helpful. Revealing Inside of the Game Toy Business By Victor Hugo I really enjoyed reading this book and feel it has educated me about a number of things in dealing in the business world of games and toys. I developed a board game myself and thought it would be simple to get it looked at by a major player - Parker Brothers, Milton Bradley, Hasbro, Mattel etc. It turned out to be anything but. Little did I know the game companies won't even talk to independents such as myself. If I had read this book first I would have known that up front. A developer such as myself must go through one of a small number of approved Brokers (ceding them 40% of your royalties in the process) simply to get the game shown to the game manufacturers. What an education that was. Then trying to get a broker such as Anjar in Rhode Island to simply return a phone call (I called them ~20 times over 6 weeks leaving name and phone number with no call backs) is an unimaginable headache. You'd think if you were eager to write them a sizeable check simply to "review" your product with no commitment on their end, they'd be eager to call you back, but such is not the case. Apparently they are too busy (doing who knows what) to bother returning calls. The Real Toy Story shares many of the hard realities of what it takes to get something done in a business that despite marketing teddy bears and barbie dolls is cut-throat and abusive. I fully believe in the game I have created and have gotten nothing but rave reviews and feedback from all those who have test marketed it. Getting anyone in the industry to actually open their eyes and talk with you though has turned in to a headache I never anticipated. If I had read The Real Toy Story before hand I would have been better prepared in dealing with these people. 1 of 1 people found the following review helpful. Great review of the toy industry - But this is only the tip of the iceberg of the "real story" By C McA Eric Clark offers a robust review of the American Toy Industry. With such a large industry it is no surprise that there are limitations (little to no mention of the worldwide toy industry, limited historical information in favor of 1990+) but things flow well and avoid getting overly detailed in any one area. The anecdotes in each chapter help to provide the fun expected of a book on play things while Clark still provides plenty of insight into the business challenges, ethics, and financial issues of the industry. Published in 2007, the anecdotes are starting to be a bit dated and major changes have happened in the industry (Lego exploded between 2007-2014, Web presence has created pressure for the big box retailers) but most of the workings of product development, inventors, and companies still follow many of the same practices outlined in the book. Other books for those interested Toy Monster: The Story of Mattel <http://www..com/Toy-Monster-The-World-Mattel/dp/0470548584> Toyland a similar expose written in the 1990's (interesting to contrast/compare what is the same and different between the two) [http://www..com/dp/0809245205/ref=pdp\\_new\\_dp\\_review](http://www..com/dp/0809245205/ref=pdp_new_dp_review)

The American toy business is massive, world dominating, cutthroat, exciting, and increasingly willing to sacrifice our kids in its frantic rush for profit. And yet, for all its rapaciousness, the industry is in the business of delighting and fascinating our children. Toys are one of the most emotive subjects in the world. We all remember our own toys; we care desperately about those we choose for our kids, knowing these objects help shape children's lives. They are also a constantly newsworthy item: every Christmas, which toys are hot -- and the scramble by parents to grab them before the stores are empty -- is front-page and TV bulletin news. The Real Toy Story tells the tales of these toys and of the vast, world-dominating \$22 billion American industry that creates them. The rewards for success are enormous: a top toy can earn billions -- H. Ty Warner shot into Forbes's World's Richest People list with his creation of Beanie Babies. The price of failure is just as huge -- the battlefield is littered with the corpses of once-successful toy companies whose multimillion-dollar gambles did not pay off. It is a world of contrasts. The Real Toy Story looks at both sides: at Slinky, Elmo, Barbie, Transformers, and their creators, but also at the dark side of an industry that leads the way in cold-blooded marketing targeted at children. Parents will want to learn about how this seemingly benign industry exploits, sometimes surreptitiously, the many new media: cable television, the internet, CD-ROMs, sometimes even invading the playgrounds to peddle their wares to unsuspecting young people. Perhaps more disturbingly, this hard-hitting book examines the vast gap between the cuddly image of toys and how almost all toys destined for America are actually produced in China under sweatshop conditions. Today the toy industry is in the midst of rapid change. Tapping into the concern millions of adults have about the toys they choose for the children in their lives, this riveting expose acute; is essential reading for everyone who cares about kids.

From Publishers Weekly London journalist Clark begins by invoking the magic of playtime, but the bulk of the book is a more prosaic snapshot of today's toy industry; a straightforward look at struggles and obstacles ranging from store closings and kids' ever-shorter attention spans to the dominance of Wal-Mart and China. Though the book is far from comprehensive; Clark scarcely mentions computer and video games and pretty much ignores the world outside the U.S. and England; almost any reader will find delight in his lively anecdotes, quotes and life stories from inventors, shop owners and toy-company executives. The subtitle's hint of darkness is here, too: Clark notes the "contrast between the industry's hard, often pitiless pragmatism and the cozy, lovable image of what it's selling." He sets the brutal closing chapter, "Santa's Sweatshop," in China's Pearl River Delta, the "workshop of the world." But this is no Fast Food Nation; style polemic intended to rouse readers to action; when the author's prose edges into

commentary, he's more wistful than outraged. Too many of today's toys, he laments, "preach sex and violence" and are too closely linked to TV and film spinoffs. Anyone raised on Erector sets and Legos will relate. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "A fascinating exposeacute; of the \$20 billion- a-year toy industry, in which...executives jockey for market share with alarming bloodthirstiness." -- Atlantic MonthlyAbout the AuthorEric Clark is a former investigative reporter for the Observer and the Guardian. He lives in London.