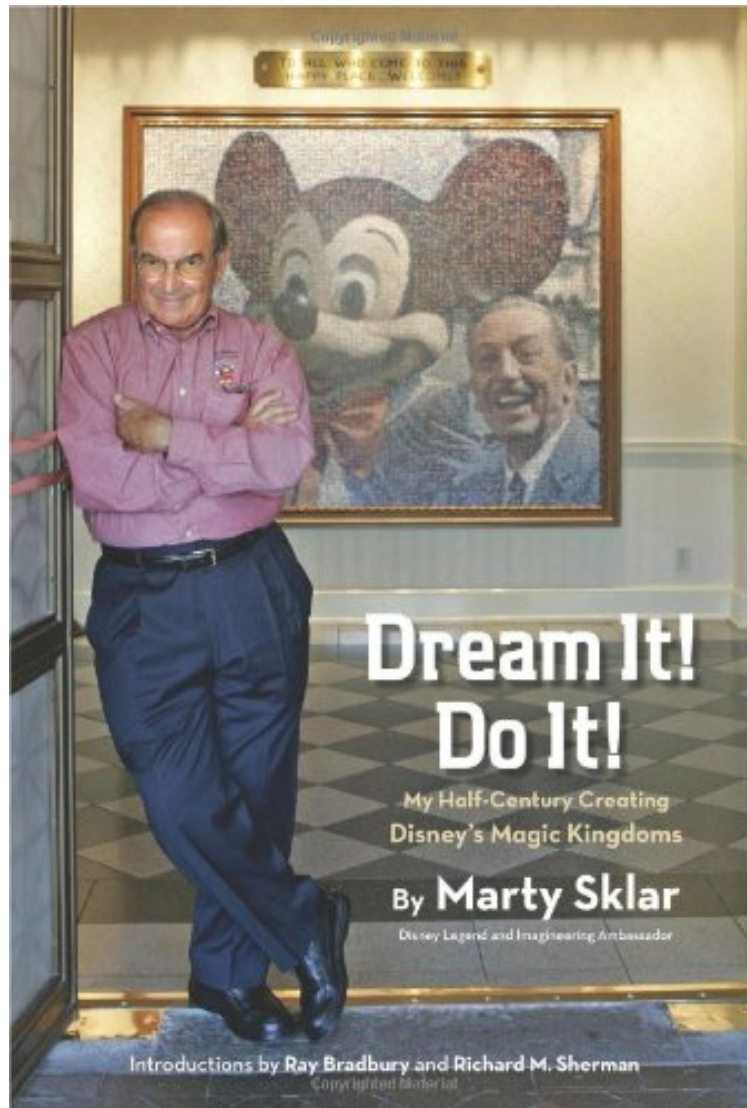


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## Dream It! Do It!: My Half-Century Creating Disneys Magic Kingdoms (Disney Editions Deluxe)

*Martin Sklar*

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

0 of 0 people found the following review helpful. For the Disney fan in your lifeBy Laura H. MaplesMy 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.0 of 0 people found the following review helpful. OutstandingBy B. HicksIf you are a Disney fan this book is just incredible. To see the process of how things like Disney World were designed in very cool. If you are not a big Disney fan, the book is still interesting to see just how a person can go from simple beginnings to being a major part in a company that changed how the entertainment industry worked.It's very well written and engaging. Highly recommended.0 of 0 people found the following review helpful. Very informative and entertaining booBy HoughWhat an amazing life of achievements. A very detailed book written by a brilliant man who surrounded himself with brilliant people. He did not sugar coat anything when describing some of the bad management that was put in place one time or another at Disney and describes the huge undertaking in great detail that went into developing the Disney parks.

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 AuthorMarty 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.