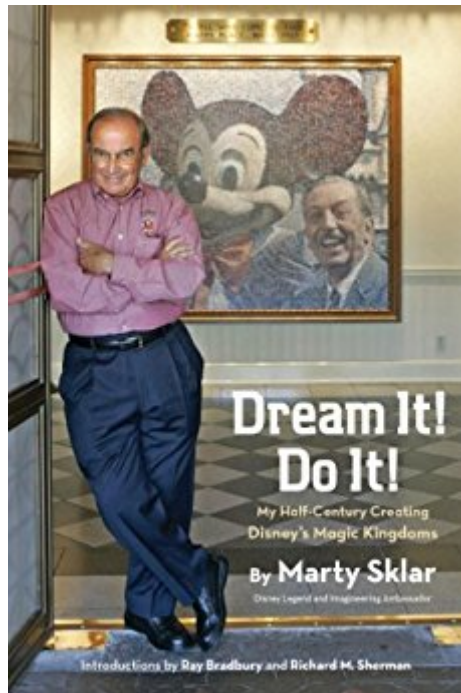


The book was found

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



Synopsis

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.

Book Information

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Customer Reviews

Like many fans of the Disney theme parks, I have been looking forward to Marty Sklar's book. I was fortunate to be at his house with David Price the day he got the transcript back from his daughter Leslie Ann Sklar. My memories of that day include taking in all the wonderful stuff on the walls and on his massive desk, delicious cookies, and his showing off the book of materials that he compiled back in 1967 for Roy Disney about Walt's EPCOT (described in detail in the book). He even was kind enough to make a photo copy of the memo for the plaque above the tunnels at Disneyland with Walt's handwritten changes. Very special. Marty (I called him Mr. Sklar at first, don't do it) is an excellent writer and editor. With a number of Disney related books being edited by the Company's legal department in exchange for the rights to publish, I was not looking for a book with a bite. If you want to get an unblemished look at Disney read Rolly Crump's book. However, I was mistaken. More on that later. Marty described his early role at Disney as "chief ghostwriter." He cut his teeth trying to take Walt's thoughts and to organize them for print. One of his pride and joys were the seven pages of notes he took during a meeting with Walt as he described the EPCOT concept. Those notes would be used to write the script for the EPCOT film. I have read those notes and it is the clearest look into Walt's mind in regards to that project. No wonder Harrison "Buzz" Price (Walt's feasibility study guy) told me that the concept was viable. The book is filled with extensive quotes from Walt Disney and others. For example, one day Walt was telling his team why everything is a Walt Disney production.

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