



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

*Eric Clark*

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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 exposé is essential reading for everyone who cares about kids.

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Spent a free chance to be a fun activity to accomplish! A lot of people spend their leisure time with their family, or their own friends. Usually they carry out activity like watching television, planning to beach, or picnic from the park. They actually do the same thing every week. Do you feel it? Do you want something different to fill your own free time/ holiday? Might be reading a book may be an option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to try out look for a book, may be the e-book entitled *The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers* can be a fine book to read. May be it is usually the best activity to you.

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A lot of people always spend their very own free time to vacation or perhaps go to the outside with their household or their friend. Do you realize? Many a lot of people spend their free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that's look different you can read a book. It is really fun to suit your needs. If you enjoy the book that you read you can spend the entire day to reading a reserve. The book *The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers* it is rather good to read. There are a lot of those who recommended this book. These were enjoying reading this book. In the event you did not have enough space to develop this book you can buy typically the e-book. You can more quickly to read this book from the smart phone. The price is not too cover but this book provides high quality.

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Playing with family in a very park, coming to see the ocean world or hanging out with good friends is a thing that usually you might have done when you have spare time, then why you don't try an issue that really opposite from that. 1 activity that makes you not sense tired but still relaxing, thrilling like on a roller coaster you already been ride on and with addition of information. Even you love *The Real Toy Story: Inside the Ruthless Battle for America's Youngest Consumers*, it is possible to enjoy both. It is a great combination right, you still need to miss it? What kind of hangout type is it? Oh can happen its mind hangout folks. What? Still don't get it, oh

come on its referred to as reading friends.

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