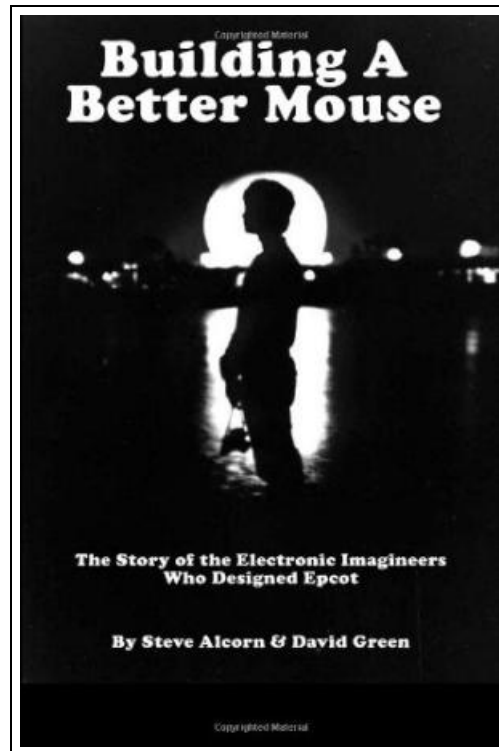


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BUILDING A BETTER MOUSE: THE STORY OF THE ELECTRONIC IMAGINEERS WHO DESIGNED EPCOT



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Theme Perks Incorporated, United States, 2007. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.On October 1, 1982, The Walt Disney Company opened its EPCOT Center to the world, heralding changes that would take the Disney property in Florida from a mere theme park to a world-class resort destination. Authors Steve Alcorn and David Green were there, as employees of Disney's WED Imagineering. Building a Better Mouse tells the tale of the hundreds of mostly young, mostly bright and all embarrassingly idealistic people who worked on Epcot, and gives a unique insider's perspective on what it was like to be in the trenches as a Disney Imagineer in the early 1980s, from pixie dusting - when new employees are indoctrinated into all things Disney - through the craziness of the engineering design process, right up until the last frantic dash to opening day. It is a breathtaking, breezy, E-ticket ride of a book, required reading for both hard-core Disneyphiles and people interested in the business side of themed entertainment.



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