



Toy Monster: The Big, Bad World of Mattel

Jerry Oppenheimer

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An eye-popping, unauthorized expos? of the House of Barbie

From Boise to Beijing, Mattel's toys dominate the universe. Its no-fun-and-games marketing muscle reaches some 140 countries, and its iconic products have been a part of our culture for generations. Now, in this intriguing and entertaining expos?, *New York Times* bestselling author Jerry Oppenheimer places the world's largest toy company under a journalistic microscope, uncovering the dark side of toy land, and exploring Mattel's oddball corporate culture and eccentric, often bizarre, cast of characters.

Based on exclusive interviews and an exhaustive review of public and private records, *Toy Monster* exposes Mattel's take-no-prisoners, shark-infested corporate style. Throughout this scrupulously reported, unauthorized portrait, you'll discover how dangerous toys are actually nothing new to Mattel, and why its fearsomely litigious approach within the brutal toy business has helped their products dominate potential rivals such as Bratz.

- Introduces you to the larger-than-life personalities that have shaped Mattel's eccentric world
- Offers an inside look- from an experienced author-at the scandals that have been a part of this iconic company
- Jerry Oppenheimer is also the author of *Madoff with the Money*, an in-depth look at Bernie Madoff the man and his billion dollar scam

Engaging and accessible, *Toy Monster* shows you why today's toy business isn't always fun and games.



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Mona Savoy:

Playing with family in a park, coming to see the sea world or hanging out with good friends is thing that usually you have done when you have spare time, in that case why you don't try factor that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love Toy Monster: The Big, Bad World of Mattel, you can enjoy both. It is excellent combination right, you still need to miss it? What kind of hang-out type is it? Oh occur its mind hangout men. What? Still don't obtain it, oh come on its referred to as reading friends.

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