



# Toy Monster: The Big, Bad World of Mattel

*Jerry Oppenheimer*

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## **Toy Monster: The Big, Bad World of Mattel** Jerry Oppenheimer

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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