



## Disney & His Worlds

*Alan Bryman*

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This work provides an overview of the Disney organization, in particular the theme parks and their significance for contemporary culture. The author examines topics such as Walt Disney's life and how his biography has been constructed, the Disney Company in the years after his death and various writings about the Disney theme parks. He raises important issues about the parks such as: whether they are harbingers of postmodernism; the significance of consumption at the parks; and the representation of past and future. The discussion of theme parks links with the presentation of Disney's biography and his organization by showing how central economic and business considerations have been in their development and how the significance of these considerations is typically marginalized in order to place an emphasis on fantasy and magic.

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