

The Pixar Touch The Making Of A Company Vintage

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“Lovely and surprising . . . This delightful book is about finance, creative genius, workplace harmony, and luck.”—Fortune “Enchanting,”—New York Times “I love this book! I think it is brilliant.”—Ed Catmull, cofounder and president of Pixar Animation, president of Disney Animation, and coauthor of the bestseller *Creativity Inc.* The revelatory saga of Pixar’s rocky start and improbable success After Steve Jobs was dismissed from Apple in the early 1990s, he turned his attention to a little-known graphics company he owned called Pixar. One day, out of the blue, Jobs called Lawrence Levy, a Harvard-trained lawyer and executive to whom he had never spoken before. He hoped to persuade Levy to help him pull Pixar back from the brink of failure. This is the extraordinary story of what happened next: how Jobs and Levy concocted and pulled off a highly improbable plan that transformed Pixar into one of Hollywood’s greatest success stories. Levy offers a masterful, firsthand account of how Pixar rose from humble beginnings, what it was like to work so closely with Jobs, and how Pixar’s story offers profound lessons that can apply to many aspects of our lives. “Part business book and part thriller—a tale that’s every bit as compelling as the ones Pixar tells in its blockbuster movies. It’s also incredibly inspirational, a story about a team that took big risks and reaped the rewards . . . I loved this book and could not put it down.”—Dan Lyons, best-selling author of *Disrupted* “A natural storyteller, Levy offers an inside look at the business and a fresh, sympathetic view of Jobs.”—*Success Magazine* An Amazon Best Book of 2016 in Business & Leadership • A top pick on *Fortune’s Favorite Books* of 2016 • A 2017 Axiom Business Book Award winner in Memoir/Biography

Toy Story (John Lasseter, 1995), Pixar's first feature-length production and Hollywood's first completely computer-generated animated film, is an international cultural phenomenon. This collection brings together a diverse range of scholars and practitioners who together explore the themes, compositional techniques, cultural significance and industry legacy of this landmark in contemporary cinema. Topics range from industrial concerns, such as the film's groundbreaking use of computer generated imagery and the establishment of Pixar as a major player in the animation world, to examinations of its music, aesthetics, and the role of toys in both the film and its fandom. The *Toy Story* franchise as a whole is also considered, with chapters looking at its cross-generational appeal and the experience of growing up alongside the series. As the first substantial work on this landmark film, this book will serve as an authoritative introduction for scholars, students and fans alike.

A trans boy determined to prove his gender to his traditional Latinx family summons a ghost who refuses to leave in Aiden Thomas's New York Times-bestselling paranormal YA debut *Cemetery Boys*, described by *Entertainment Weekly* as "groundbreaking." Yadriel has summoned a ghost, and now he can't get rid of him. When his traditional Latinx family has problems accepting his true gender, Yadriel becomes determined to prove himself a real brujo. With the help of his cousin and best friend Maritza, he performs the ritual himself, and then sets out to find the ghost of his murdered cousin and set it free. However, the ghost he summons is actually Julian Diaz, the school's resident bad boy, and Julian is not about to go quietly into death. He's determined to

find out what happened and tie off some loose ends before he leaves. Left with no choice, Yadriel agrees to help Julian, so that they can both get what they want. But the longer Yadriel spends with Julian, the less he wants to let him leave. Praise for Cemetery Boys: Longlisted for the National Book Award "The novel perfectly balances the vibrant, energetic Latinx culture while delving into heavy topics like LGBTQ+ acceptance, deportation, colonization, and racism within authoritative establishments." —TeenVogue.com "This stunning debut novel from Thomas is detailed, heart-rending, and immensely romantic. I was bawling by the end of it, but not from sadness: I just felt so incredibly happy that this queer Latinx adventure will get to be read by other kids. Cemetery Boys is necessary: for trans kids, for queer kids, for those in the Latinx community who need to see themselves on the page. Don't miss this book." —Mark Oshiro, author of Anger is a Gift

"The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses the world has ever seen." -San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work—we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it threatens to drown media institutions, and where it's taking us next.

A New York Times Notable Book and a San Jose Mercury News Top 20 Nonfiction Book of 2003 In 1606, approximately 105 British colonists sailed to America, seeking gold and a trade route to the Pacific. Instead, they found disease, hunger, and hostile natives. Ill prepared for such hardship, the men responded with incompetence and infighting; only the leadership of Captain John Smith averted doom for the first permanent English settlement in the New World. The Jamestown colony is one of the great survival stories of American history, and this book brings it fully to life for the first time. Drawing on extensive original documents, David A. Price paints intimate portraits of the major figures from the formidable monarch Chief Powhatan, to the resourceful but unpopular leader John Smith, to the spirited Pocahontas, who twice saved Smith's life. He also gives a rare balanced view of relations between the settlers and the natives and debunks popular myths about the colony. This is a superb work of history, reminding us of the horrors and heroism that marked the dawning of our nation.

Charts the turbulent history of Pixar Animation Studios in the context of the changing fortunes of computer animation, discussing the rocky early years, the volatile personal relationships involved, and the making of the studio's innovative films.

Your guide to Disney's hidden treasures--including Fantasyland and Storybook Circus secrets! Whether this is your first or fiftieth visit, you'd be surprised at how much you miss during your trip to Walt Disney World. From where to find hidden Imagineer signatures to the secrets behind the carriage numbers in the Casey Jr. Splash 'N' Soak play area, learn all about the hidden magic that permeates these fabulous resorts in this tell-all handbook. You will also get the insider's take on: The Disney family coat of arms standing guard at the entrance to Cinderella Castle The surprise song that plays in the Seven Dwarfs Mine Train queue area The mysterious concentric circles in the Temple

of Heaven in Epcot's China pavilion The lipstick stain on the champagne glass sitting on the table in the Tower of Terror Complete with a whole new section on the Fantasyland and Storybook Circus expansion, The Hidden Magic of Walt Disney World, 2nd Edition will inspire you to relive the magic year after year!

Read along with Disney! Set in a beautiful seaside town on the Italian Riviera, Disney and Pixar's original feature film Luca is a coming-of-age story about one young boy experiencing an unforgettable summer filled with gelato, pasta and endless scooter rides. Luca shares these adventures with his newfound best friend, but all the fun is threatened by a deeply-held secret: they are sea monsters from another world just below the water's surface.

The trick to great design is knowing how to think through each decision so that users don't have to. In *Designing the Moment: Web Interface Design Concepts in Action*, Robert Hoekman, Jr., author of *Designing the Obvious*, presents over 30 stories that illustrate how to put good design principles to work on real-world web application interfaces to make them obvious and compelling. From the first impression to the last, Hoekman takes a think out loud approach to interface design to show us how to look critically at design decisions to ensure that human beings, the kind that make mistakes and do things we don't expect, can walk away from our software feeling productive, respected, and smart.

LIKE THE FAMED THEME PARK ATTRACTION AND BRAND-NEW FEATURE FILM that this volume examines, *The Making of Disney's Jungle Cruise* takes readers on a unique and fascinating journey. It's an odyssey through the history and legacy of one of the most original ideas ever to come out of Walt Disney's fertile mind, first planned for the opening of his revolutionary new theme park in 1955. This book travels from the debut of what was called the Jungle River Cruise on Disneyland's opening day, through the arrival at long last of the thrilling feature film starring Dwayne Johnson and Emily Blunt and directed by Jaume Collet-Serra. On Disneyland's opening day of July 17, 1955, the park's first guests boarded authentically styled riverboats to take the first Jungle Cruises. This unique riverboat-themed attraction in Adventureland takes visitors on a short journey down expertly simulated versions of the most prominent tropical rivers of the world, including the Amazon and the Nile, to witness wild animals, exotic sights, and thrills only a handful of intrepid real-world explorers had experienced in the past. A hilarious (and "punny") Jungle Cruise skipper narrates all the sights and action from beginning to end. This Jungle Cruise experience would ultimately be woven into three other Disney parks, where the ride was likewise an opening-day attraction—simulating comedic high-adventure cruises through rivers in the continents of South America, Africa, and Asia. Fast-forward decades and, at long last, production on the movie commenced. The project was influenced by director Jaume Collet-Serra's love of *The African Queen*, *Indiana Jones* films, and *Romancing the Stone*, among others, and built on the foundation of key elements of the theme park attraction. From the re-creation of the Amazon River to the film's hilarious take on famous skipper puns and the reams of Easter eggs for longtime fans, the *Jungle Cruise* movie captures the same excitement and joy as the theme park attraction, and *The Making of Disney's Jungle Cruise* details it all. Interviews about the filmmaking process include all major cast members—Dwayne Johnson, Emily Blunt, Jack Whitehall, Paul Giamatti, and many others—along with key filmmakers who detail the art, design, cinematography,

production design, costumes, hair, makeup, props, stunts, and numerous visual effects challenges involved with the production. This volume offers up an intimate story of the full journey of the Jungle Cruise concept, straight from Walt Disney's brain in the 1950s to the big screen in 2021. So come aboard and enjoy the journey—you're in for quite a ride! Michael Goldman

From a co-founder of Pixar Animation Studios—the Academy Award-winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. **NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal** Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the *Toy Story* trilogy, *Monsters, Inc.*, *Finding Nemo*, *The Incredibles*, *Up*, *WALL-E*, and *Inside Out*, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, *Toy Story* was released, changing animation forever. The essential ingredient in that movie's success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.
- It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them.
- The cost of preventing errors is often far greater than the cost of fixing them.
- A company's communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

On the train ride to visit his grandpa, or Papa, Henri is only interested in his game. But then George the dog steals Henri's hat upon arrival, so Henri makes chase and finds himself in front of a trunk full of hats. Henri tries on each hat . . . and imagines himself a race car driver, a sea captain, a flying ace, and more! Papa finally catches up to Henri and George, and that's when Henri hears Papa's stories, real stories, about racing, sailing, flying, and more! As Henri heads home, he looks up at the stars and begins to dream . . . of being just like Papa.

THE STORY: The home of the Blackwoods near a Vermont village is a lonely, ominous abode, and Constance, the young mistress of the place, can't go out of the house

without being insulted and stoned by the villagers. They have also composed a nasty s
In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward. The dramatic, untold story of the brilliant team whose feats of innovation and engineering created the world's first digital electronic computer—decrypting the Nazis' toughest code, helping bring an end to WWII, and ushering in the information age. Planning the invasion of Normandy, the Allies knew that decoding the communications of the Nazi high command was imperative for its success. But standing in their way was an encryption machine they called Tunny (British English for "tuna"), which was vastly more difficult to crack than the infamous Enigma cipher. To surmount this seemingly impossible challenge, Alan Turing, the Enigma codebreaker, brought in a maverick English working-class engineer named Tommy Flowers who devised the ingenious, daring, and controversial plan to build a machine that would calculate at breathtaking speed and break the code in nearly real time. Together with the pioneering mathematician Max Newman, Flowers and his team produced—against the odds, the clock, and a resistant leadership—Colossus, the world's first digital electronic computer, the machine that would help bring the war to an end. Drawing upon recently declassified sources, David A. Price's *Geniuses at War* tells, for the first time, the full mesmerizing story of the great minds behind Colossus and chronicles the remarkable feats of engineering genius that marked the dawn of the digital age.

The Pixar Treasures is a scrapbook of instinct and inspiration, experiences readers can touch, and visions that exist only in the imagination. It begins with a group of animators who were inspired by Walt Disney films. In the late 1970s and early '80s, John Lasseter, Brad Bird, and Joe Ranft were hired into an apprenticeship program at Walt Disney Productions. The last of Disney's golden age artists, including animators Eric Larson, Milt Kahl, Frank Thomas, and Ollie Johnston mentored the young dreamers, and as Pixar later developed, their work would draw heavily from this direct connection with Walt Disney's "Nine Old Men." The tale continues with Pixar's foray into computer animation, and the resulting success of *Toy Story*. With chapters on *A Bug's Life*; *Monsters, Inc.*; *Finding Nemo*; *The Incredibles*; *Cars*; *Ratatouille*; and *WALL*E*, Hauser's narrative covers the struggles, growth, and successes of an incredible animation studio. And it gives readers a sneak peak at the newest Disney*Pixar film, *Up*. Filled with unique removable keepsakes, *The Pixar Treasures* is an essential collector's item for every Pixar fan.

The first computer-generated animated feature film, *Toy Story* (1995) sustains a dynamic vitality that proved instantly appealing to audiences of all ages. Like the great Pop Artists, Pixar Studios affirmed the energy of modern commercial popular culture and, in doing so, created a

distinctive alternative to the usual Disney formula. Tom Kemper traces the film's genesis, production history and reception to demonstrate how its postmodern mishmash of pop culture icons and references represented a fascinating departure from Disney's fine arts style and fairytale naturalism. By foregrounding the way in which Toy Story flipped the conventional relationship between films and their ancillary merchandising by taking consumer products as its very subject, Kemper provides an illuminating, revisionist exploration of this groundbreaking classic.

From Pixar's upcoming film *Incredibles 2*, this making-of book is a dive back into the beloved world of the *Incredibles*. *The Art of Incredibles 2* explores Pixar's highly anticipated sequel through colorful artwork, energetic character sketches, intriguing storyboards, and spellbinding colorscripts. Featuring gorgeous production art and interesting details from the production team about the making of the film, *The Art of Incredibles 2* overflows with insights into the artistic process behind Pixar's engaging creative vision. Copyright ©2018 Disney Enterprises, Inc. and Pixar. All rights reserved.

"The definitive history of the studio" created by the larger-than-life team of Spielberg, Geffen, and Katzenberg (Los Angeles Times). For sixty years, since the birth of United Artists, the studio landscape was unchanged. Then came Hollywood's Circus Maximus—created by director Steven Spielberg, billionaire David Geffen, and Jeffrey Katzenberg, who gave the world *The Lion King*—an entertainment empire called DreamWorks. Now Nicole LaPorte, who covered the company for *Variety*, goes behind the hype to reveal for the first time the delicious truth of what happened. Readers will feel they are part of the creative calamities of moviemaking as LaPorte's fly-on-the-wall detail shows us Hollywood's bizarre rules of business. We see the clashes between the often-otherworldly Spielberg's troops and Katzenberg's warriors, the debacles and disasters, but also the Oscar-winning triumphs, including *Saving Private Ryan*. We watch as the studio burns through billions of dollars, its rich owners get richer, and everybody else suffers. LaPorte displays Geffen, seducing investors like Microsoft's Paul Allen, showing his steel against CAA's Michael Ovitz, and staging fireworks during negotiations with Paramount and Disney. Here is a blockbuster behind-the-scenes Hollywood story—up close, glamorous, and gritty.

This Little Golden Book is based on Disney/Pixar's *Soul*—streaming on Disney+ December 25, 2020! Ever wonder where your passion, your dreams, and your interests come from? What is it that makes you . . . YOU? In 2020, Pixar Animation Studios takes you on a journey from the streets of New York City to the cosmic realms to discover the answers to life's most important questions. *Disney/Pixar Soul* is directed by two-time Academy Award® winner Pete Docter (*Up*, *Inside Out*) and produced by Academy Award® nominee Dana Murray (*Lou* short). This Little Golden Book retelling is perfect for girls and boys ages 2 to 5, as well as Disney Little Golden Book collectors of all ages!

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor.

He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the "most authoritative...and in many ways the most entertaining" (James Gleick, The New York Book Review) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, The Wall Street Journal).

Halloween-themed board book with silicone touches.

A Wall Street Journal Best Book of the Year The Pixar Touch is a lively chronicle of Pixar Animation Studios' history and evolution, and the "fraternity of geeks" who shaped it. With the help of animating genius John Lasseter and visionary businessman Steve Jobs, Pixar has become the gold standard of animated filmmaking, beginning with a short special effects shot made at Lucasfilm in 1982 all the way up through the landmark films Toy Story, Finding Nemo, Wall-E, and others. David A. Price goes behind the scenes of the corporate feuds between Lasseter and his former champion, Jeffrey Katzenberg, as well as between Jobs and Michael Eisner. And finally he explores Pixar's complex relationship with the Walt Disney Company as it transformed itself into the \$7.4 billion jewel in the Disney crown. With an Updated Epilogue In 1986, gifted animator John Lasseter, technology guru Ed Catmull, and visionary Steve Jobs founded Pixar Animation Studios. Their goal: create a computer animated feature, despite predictions that it could never be done. An unprecedented catalog of blockbuster films later, the studio is honoring its history in this deluxe volume. From its fledgling days under George Lucas to ten demanding years creating Toy Story to the merger with Disney, each milestone is vibrantly detailed. Interviews with Pixar directors, producers, animators, voice talent, and industry insiders, as well as concept art, storyboards, and snapshots illuminate a history that is both definitive and enthralling.

In this "dishy...superbly reported" (Entertainment Weekly) New York Times bestseller, Peter Biskind chronicles the rise of independent filmmakers who reinvented Hollywood—most notably Sundance founder Robert Redford and Harvey Weinstein, who with his brother, Bob, made Miramax Films an indie powerhouse. As he did in his acclaimed Easy Riders, Raging Bulls, Peter Biskind "takes on the movie industry of the 1990s and again gets the story" (The New York Times). Biskind charts in fascinating detail the meteoric rise of the controversial Harvey Weinstein, often described as the last mogul, who created an Oscar factory that became the envy of the studios, while leaving a trail of carnage in his wake. He follows Sundance as it grew from a regional film festival to the premier showcase of independent film, succeeding almost despite the mercurial Redford, whose visionary plans were nearly thwarted by his own quixotic personality. Likewise, the directors who emerged from the independent movement, such as Quentin Tarantino, Steven Soderbergh, and David O. Russell, are now among the best-known directors in Hollywood. Not to mention the actors who emerged with them, like Matt Damon, Ben Affleck, Ethan Hawke, and Uma Thurman. Candid, controversial, and "sensationally entertaining" (Los Angeles Times) Down and Dirty Pictures is a must-read for anyone interested in the film world.

The must-read summary of David Price's book: "The Pixar Touch: The Making of

a Company". This complete summary of the ideas from David Price's book "The Pixar Touch" is based on interviews given by company insiders. It tells the story of the American computer animation film studio, from its early days to its acquisition by Disney. In his book, the author explains how computer innovations revolutionised the world of animated cartoons. This summary provides an insight into the incredible success story of this multi-billion dollar company, which was created for the pleasure of both children and adults. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Pixar Touch" and discover the story behind the success of this world-class animation company.

A marketing director's story of working at a startup called Google in the early days of the tech boom: "Vivid inside stories . . . Engrossing" (Ken Auletta). Douglas Edwards wasn't an engineer or a twentysomething fresh out of school when he received a job offer from a small but growing search engine company at the tail end of the 1990s. But founders Larry Page and Sergey Brin needed staff to develop the brand identity of their brainchild, and Edwards fit the bill with his journalistic background at the San Jose Mercury News, the newspaper of Silicon Valley. It was a change of pace for Edwards, to say the least, and put him in a unique position to interact with and observe the staff as Google began its rocket ride to the top. In entertaining, self-deprecating style, he tells his story of participating in this moment of business and technology history, giving readers a chance to fully experience the bizarre mix of camaraderie and competition at this phenomenal company. Edwards, Google's first director of marketing and brand management, describes the idiosyncratic Page and Brin, the evolution of the famously nonhierarchical structure in which every employee finds a problem to tackle and works independently, the races to develop and implement each new feature, and the many ideas that never came to pass. *I'm Feeling Lucky* reveals what it's like to be "indeed lucky, sort of an accidental millionaire, a reluctant bystander in a sea of computer geniuses who changed the world. This is a rare look at what happened inside the building of the most important company of our time" (Seth Godin, author of *Linchpin*). "An affectionate, compulsively readable recounting of the early years (1999–2005) of Google . . . This lively, thoughtful business memoir is more entertaining than it really has any right to be, and should be required reading for startup aficionados." —Publishers Weekly, starred review "Edwards recounts Google's stumbles and rise with verve and humor and a generosity of spirit. He kept me turning the pages of this engrossing tale." —Ken Auletta, author of *Greed and Glory on Wall Street* "Funny, revealing, and instructive, with an insider's perspective I hadn't seen anywhere before. I thought I had followed the Google story closely, but I realized how much I'd missed after reading—and enjoying—this book." —James Fallows, author of *China Airborne*

The Art of Soul presents the story behind this thrilling feature film from Pixar. This companion book features stunning artwork from the film's creation, along with

character explorations, storyboards, color scripts, and much more from the creative team. • A comprehensive volume to accompany Pixar's feature film, *Soul* • Reveals the behind-the-scenes story of this unique film • Filled with exclusive interviews from the creative team behind it all *The Art of Soul* showcases concept art details that bring this epic story to life in a brand new way. • Part of the fan-favorite, collectible *Art of* series—books that explore production art and exclusive making-of details • A perfect gift for Pixar fans, animation and filmmaking students, film buffs, and more • Add it to the shelf with other books like *The Art of Zootopia* by Jessica Julius, *The Art of Pixar: The Complete Color Scripts and Select Art from 25 Years of Animation* by Amid Amidi. Copyright © 2020 Disney Enterprises, Inc. and Pixar. All rights reserved.

The pixel as the organizing principle of all pictures, from cave paintings to *Toy Story*. The Great Digital Convergence of all media types into one universal digital medium occurred, with little fanfare, at the recent turn of the millennium. The bit became the universal medium, and the pixel--a particular packaging of bits--conquered the world. Henceforward, nearly every picture in the world would be composed of pixels--cell phone pictures, app interfaces, Mars Rover transmissions, book illustrations, videogames. In *A Biography of the Pixel*, Pixar cofounder Alvy Ray Smith argues that the pixel is the organizing principle of most modern media, and he presents a few simple but profound ideas that unify the dazzling varieties of digital image making. Smith's story of the pixel's development begins with Fourier waves, proceeds through Turing machines, and ends with the first digital movies from Pixar, DreamWorks, and Blue Sky. Today, almost all the pictures we encounter are digital--mediated by the pixel and irretrievably separated from their media; museums and kindergartens are two of the last outposts of the analog. Smith explains, engagingly and accessibly, how pictures composed of invisible stuff become visible--that is, how digital pixels convert to analog display elements. Taking the special case of digital movies to represent all of Digital Light (his term for pictures constructed of pixels), and drawing on his decades of work in the field, Smith approaches his subject from multiple angles--art, technology, entertainment, business, and history. *A Biography of the Pixel* is essential reading for anyone who has watched a video on a cell phone, played a videogame, or seen a movie.

Celebrate movie history and the world of Disney, from the animations and live action movies to the magical Disney parks and attractions, with *The Disney Book*. Go behind-the-scenes of Disney's best-loved animated movies and find out how they were made, follow Disney's entire history using the timeline, and marvel at beautiful concept art and story sketches. Perfect for Disney fans who want to know everything about the magical Disney world, *The Disney Book* delves into their incredible archives and lets readers explore classic Disney animated and live action movies, wonder at fascinating Disney collectibles and even see original story sketches from Disney films. The ideal gift for Disney fans and animation and movie buffs, *The Disney Book* also includes 3 original movie

frames from Disney Pixar's Brave. Copyright © 2015 Disney.

Reveals how the LEGO company was nearly pushed financial collapse by the advice of professional consultants, explaining how the company adapted the "Seven Truths of Innovation" to rebuild a stronger and more competitive business.

Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, Blockbusters is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

This Little Golden Book is based on the Pixar Animation Studios short film Bao! In Bao, an aging Chinese mom suffering from empty nest syndrome gets another chance at motherhood when one of her dumplings springs to life as a lively, giggly dumpling boy. Mom excitedly welcomes this new bundle of joy into her life, but Dumpling starts growing up fast, and Mom comes to the bittersweet realization that nothing stays cute and small forever. This beautifully illustrated Little Golden Book retells the short film from Pixar Animation Studios and director Domee Shi, which explores the ups and downs of the parent-child relationship through the rich, colorful lens of the Chinese immigrant community in Canada.

Pixar Animation Studios, the Academy Award-winning creators of Toy Story, Toy Story 2, A Bug's Life, and Monsters, Inc., are bringing a new animated movie, Finding Nemo, to the screen this summer. This visually stunning underwater adventure follows eventful and comic journeys of two fish—a father and his son Nemo—who become separated in the Great Barrier Reef. The underwater world for the film was conceptualized and developed by the creative team of artists, illustrators, and designers at Pixar, resulting in a lush landscape rich with detail. The Art of Finding Nemo celebrates their talent, featuring concept and character sketches, storyboards, and lighting studies in a huge spectrum of media, from five-second sketches to intricate color pastels. This behind-the-scenes odyssey invites the reader into the elaborate creative process of animation films through interviews with all the key players at Pixar. There will be children's books related to Finding Nemo, but no adult titles other than this definitive volume. Revealing, insightful, and awesomely creative, The Art of Finding Nemo will delight film-goers, artists, and animation fans alike.

“Details how this playful organization provides a working environment that encourages imagination, inventiveness, and joyful collaboration. If you dream of creating a more positive climate in your company, this book might just make your dreams come true.” Ken Blanchard, coauthor of The One Minute Manager® and Helping People Win at Work Unleash Pixar-style creativity in any organization! Authors of the business classic The Disney Way, Bill Capodagli and Lynn Jackson take a behind-the-scenes look at the company built upon the “magic” of

Disney. Readers of this concise and accessible book will learn how to apply Pixar's secrets of success, which include the company's ability to turn visions into clear directives and its remarkable focus on detail, which translates into products of the utmost quality. Other lessons include how to hire creative people and always challenging the status quo.

When a little rat named Remy tries to become a chef in a famous French restaurant, there's bound to be trouble. This full-color Read-Aloud Storybook retells all of the action of Disney / Pixar's latest animated feature film, Ratatouille!

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

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