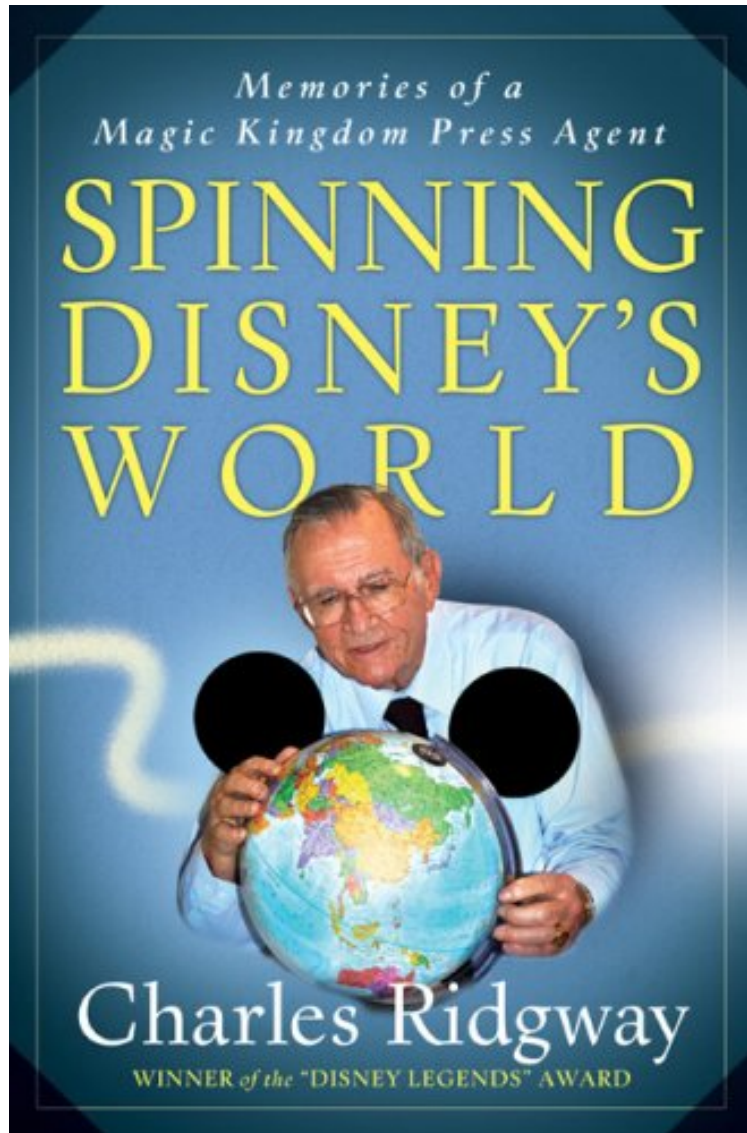


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Spinning Disney's World: Memories of a Magic Kingdom Press Agent

Charles Ridgway

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#1417942 in Books The Intrepid Traveler 2007-01-15Original language:EnglishPDF # 1 9.36 x .97 x 6.57l, 1.11 #File Name: 1887140670240 pagesGreat book! | File size: 22.Mb

Charles Ridgway : Spinning Disney's World: Memories of a Magic Kingdom Press Agent before purchasing it in order to gage whether or not it would be worth my time, and all praised Spinning Disney's World: Memories of a Magic Kingdom Press Agent:

1 of 1 people found the following review helpful. A unique perspective with new stories to tell after all these years.By

DK If you find the Disney organization and the parks in particular, interesting, this is a MUST HAVE book. So many books written by past employees offer personal reflections of the same general things and stories about the parks and Walt himself. Charlie Ridgway gives us a whole new set of stories to learn about! Sure his style is wandering and takes you all over the world and through the years in an almost haphazard way, but it is like the way one tours a Disney park... wandering from one attraction, fascination, show, land to another. You are in GOOD storytelling hands with THIS tour guide however. Everything is fresh and seen through the eyes of wonder as Charlie describes his personal joy and love of assignment on every page. Even though written several years ago, this collection of recollections remains as relevant and fascinating as ever. Thanks for a trip around the worlds Charlie. I'll never forget them!

1 of 1 people found the following review helpful. Enjoyable But Lacking
By Ray I've held off for a long time reading this book, mostly because I wasn't impressed with Charles Ridgway's promotion of this book on Disney fan podcasts years ago. Ridgway told the exact same two or three stories on every show. I've now read the book, and while this book is an enjoyable read, it lacks substance or any compelling reason for a Disney fan to read it. Ridgway tells a series of partial anecdotes without really making them interesting and drops names of every famous person he's run into. While an enjoyable read, Jack Lindquist's and Marty Sklar's books are far more interesting.

1 of 1 people found the following review helpful. A Behind-the-Scenes Masterpiece!
By Brian Merrill Charles Ridgway tells the tales of what it was like to work for Disney during the early days of Disneyland and into the building of Walt Disney World. This behind the scenes tour is not a tell-all, but an honest account of what it is like to work for the most magical company in the world, during the years when magic was happening every day, as new parks were built, new attractions were designed and rolled out, even working with Walt Disney himself. Engaging and insightful, a tale any Disney addict would enjoy.

Disney Legend Charles Ridgway looks back on over forty years of working with the Mouse, from Disneyland, to Walt Disney World, to Euro-Disney and beyond. Filled with light-hearted and hilarious reminiscences of famous people and outlandish publicity stunts, this memoir will delight Disney fans young and old.

From Publishers Weekly Author Ridgway spent four decades pushing Disney on millions of consumers worldwide, and this collection of "war stories" from the front lines of perhaps the biggest marketing success in history brims with insider info, but without once betraying the Disney name. It's to Ridgway's credit that his fondness for his subject—he writes kindly of almost everyone he met and worked with—doesn't detract from the integrity or appeal of the material. Occasionally, Ridgway's admiration for Walt Disney dips into adoration, but it's a sentiment that feels genuine—even if it is echoed throughout the company as detailed here, despite its size, its power and (largely unmentioned) accounts to the contrary. Fascinating asides delve into the personalities that fueled Disney's dream, as well as the newsmen and celebrities involved in Ridgway's PR efforts. Among numerous charmers, Ridgway's best story chronicles the intense, hilarious effort to train 50 newborn ducklings to "follow" the Donald Duck character in a 50th Birthday Parade. Other tales include the orchestration of parades and VIP galas; the impetus, construction and opening of attractions at both parks (including Ridgway's accidental early outing of the "Florida project"); and the arrival of Michael Eisner and Frank Wells. Entertaining throughout, Ridgway's prose is fluid and gentle, reflecting that sense of wholesome delight common to Disney creations, making this a rare behind-the-Mouse-ears exposé that's a real crowd-pleaser. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Charlie made a lot of Disney history. He recounts much of it in his book, his words [are] well-chosen."—Bob McLain, *Disney Dispatch*, May 17, 2011 "Wow does he have stories to share! I felt like I knew Walt personally and was sitting down reminiscing with Charlie."—Jessica Clawson, *Walt Writers.com*, July 8, 2011 Almost certainly the best American zoo guide to have been published in recent years.