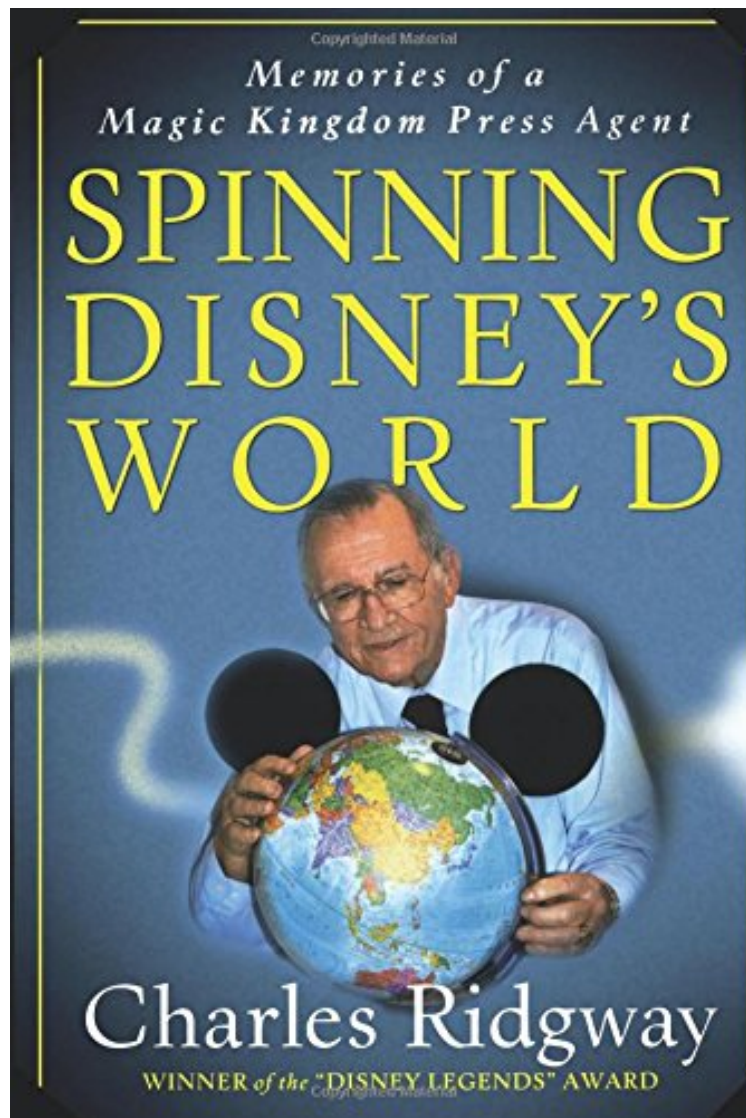


[Free pdf] Spinning Disney's World: Memories of a Magic Kingdom Press Agent

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

Charles Ridgway

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#1042315 in Books Intrepid Traveler 2015-04-16 2015-04-16Original language:EnglishPDF # 1 8.84 x .60 x 6.08l, .0 #File Name: 1937011429256 pagesIntrepid Traveler | File size: 59.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 DKIf 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.

An official "Disney Legend," newsman Charlie Ridgway started covering Disneyland before it opened. A few years later, he hired on as a publicist for Disney and spent the next forty years cooking up ways to get "the Mouse" free publicity. For Donald Duck's fiftieth birthday he trained 50 white Peking ducks to waddle behind Donald down Main Street, U.S.A. He helped open new Disney parks in Orlando, Paris and Hong Kong. Along the way he rubbed shoulders with presidents and princes, helped usher in the era of electronic newsgathering, and was on a first-name basis with every great journalist of the last half of the twentieth century. In this engaging and light-hearted memoir, Ridgway shares the special magic that makes Disney's world universally beloved. This paperback edition includes a new foreword by Rick Sylvain, the current head of PR for Walt Disney World and Charlie's hand-picked successor.

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 newspeople 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 expos that's a real crowd-pleaser. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Spinning Disney' is an E-ticket read. (Dick Nunis, former chairman of Walt Disney attractions) Charlie Ridgway was present at the creation of Disneyland and Walt Disney World, and he spins wondrous tales about the genius, Walt Disney. (Bob Thomas, author of Walt Disney: An American Original) Charlie Ridgway is part of a breed of people I'm not sure exist anymore in our business. He is absolutely a perfect press agent. (Roy E. Disney, former vice-chairman, The Walt Disney Company) This book is highly recommended for Disney lovers who desire to learn more about the inner workings of the PR department and read recollections and stories of a true Disney insider. (Crissy WDW Hints, 4/27/2015) Almost certainly the best American zoo guide to have been published in recent years.