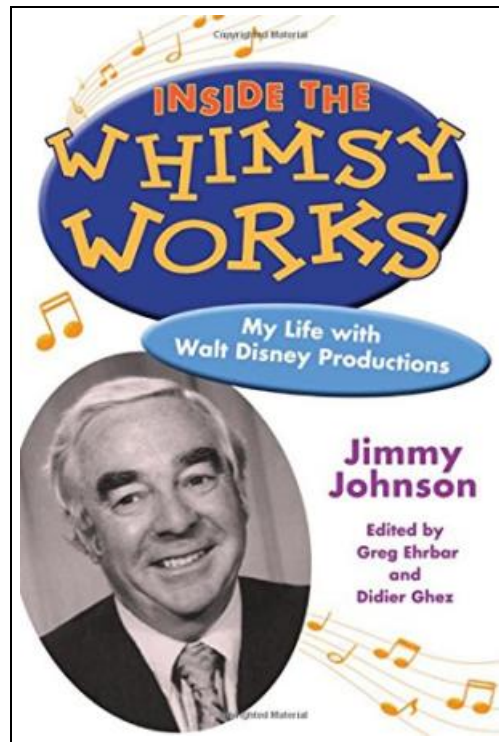


Inside The Whimsy Works: My Life With Walt Disney Productions.



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Reviews

This sort of book is every little thing and made me searching ahead and more. Sure, it is actually play, nonetheless an amazing and interesting literature. You wont feel monotony at whenever you want of the time (that's what catalogs are for relating to in the event you ask me).

(Gavin Bosco IV)

INSIDE THE WHIMSY WORKS: MY LIFE WITH WALT DISNEY PRODUCTIONS.



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University Press of Mississippi, Jackson, 2014. Hardcover. Condition: New. 176 pages. Hardcover with dustjacket. New book. MEMOIRS. The extraordinary story of the rise of the Disney executive most responsible for the success of Walt Disney Records. In this never-before-published memoir from the vaults of the Walt Disney Archives, Disney Legend Jimmy Johnson (1917-1976) takes you from his beginnings as a studio gofer during the days of Snow White and the Seven Dwarfs to the opening of Walt Disney World Resort. Johnson relates dozens of personal anecdotes with famous celebrities, beloved artists, and, of course, Walt and Roy Disney. This book, also the story of how an empire-within-an-empire is born and nurtured, traces Johnson's innovations in merchandising, publishing, and direct marketing, to the formation of what is now Walt Disney Records. This fascinating biography explains how the records helped determine the course of Disney Theme Parks, television, and film through best-selling recordings by icons such as Annette Funicello, Fess Parker, Julie Andrews, Louis Armstrong, and Leopold Stokowski and the Philadelphia Orchestra. Through Jimmy Johnson's remarkable journey, the film, TV, and recording industries grow up together as changes in tastes and technologies shape the world, while the legacy of Disney is developed as well as carefully sustained for the generations who cherish its stories, characters, and music. Jimmy Johnson (1917-1976) devoted his entire career to the Disney organization. Johnson joined Disney in 1938 as an assistant in the publicity department and worked his way up within the company. He was general manager and later president of the Walt Disney Music Company until his retirement in March of 1975. Greg Ehrbar, Winter Garden, Florida, is a two-time Grammy-nominated and Addy-winning writer who has spent over twenty-seven years with Disney. He is the coauthor of *Mouse Tracks: The Story of Walt Disney Records* (University...



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