

Synopsis

We've all read about the experts: the artists, the scientists, the engineers-that special group of people known as Imagineers for The Walt Disney Company. But who are they? How did they join the team? What is it like to spend a day in their shoes? Disney Legend Marty Sklar wants to give back to fans and answer these burning questions. When Marty was president of Walt Disney Imagineering, he created a list of principles and ideals for the team, aptly named Mickey's Ten Commandments. Using this code of standards as his organizational flow, Marty provides readers with insights and advice from himself and dozens of hands-on Imagineers from around the globe. It's a true insider's look like no other!

Book Information

Hardcover: 288 pages

Publisher: Disney Editions (September 1, 2015)

Language: English

ISBN-10: 1484737636

ISBN-13: 978-1484737637

Product Dimensions: 6 x 1 x 8.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 44 customer reviews

Best Sellers Rank: #70,591 in Books (See Top 100 in Books) #35 in Books > Business & Money > Industries > Sports & Entertainment > Entertainment #48 in Books > Arts & Photography > Graphic Design > Animation #61 in Books > Business & Money > Management & Leadership > Mentoring & Coaching

Customer Reviews

Marty Sklar was a student at UCLA and editor of its Daily Bruin newspaper in 1955 when he was recruited to create an 1890s-themed newspaper, The Disneyland News, a month before the theme park opened. After graduating, he joined Disneyland full-time in 1956, where he held responsibility for most of the park's publicity and marketing materials. In 1961, he moved to WED Enterprises, renamed in 1986 to Walt Disney Imagineering, where he worked on attractions for the 1964 New York World's Fair. For nearly ten years, he wrote personal materials for Walt Disney for use in publications, television and special films. In 1974 he became vice president of concepts/planning, and guided the creative development of EPCOT. As vice president of creative development, executive vice president and then president of Imagineering for nine years, Sklar supervised the

design and construction of Tokyo Disneyland, the Disney-MGM Studios, Disneyland Paris, Disney's Animal Kingdom, Disney California Adventure Park, Tokyo DisneySea, the Walt Disney Studios Park and most recently Hong Kong Disneyland.

Wonderful little book and a great companion to Sklar's earlier work, "Dream It, Do It". This book gives Sklar the chance to delve deep into his famous "Mickey's Ten Commandments" which he spent only a handful of pages discussing in the previous book. The first 90 pages (after the incredible introductions by Disney Legends Richard M. Sherman and Glen Keane) discuss the "Commandments" in detail - one chapter dedicated to each, using current and past attractions as examples. After the first 90 pages, there's about 130 pages full of chapters dedicated to specific points "Story", "Mentor", "Education", "Collaboration", "Be Curious", "Become The Best" et. al. - this is where an additional 48 of the current 75 Imagineers get their time to shine, a chance to pitch in, with each chapter made up of quotes, anecdotes and stories from individual team members - all curated by Sklar and his daughter, Leslie. A wonderful book for all those in love with Disney, Disney Parks, Imagineering and simply storytelling!

Great book. What's not to like about Disney and especially Marty Sklar. It is an easy read with great insight into the workings of Imagineering. If you love all things Disney it is a must read.

To get a look into Imagineering- a look from the other side of the parks and with a smile One Little Spark does it in spades. Sklar has a unique view and shares it with us the reader. It is a book in which to revel, not just read.

I ordered this for my high school artist granddaughter. Gives insight about a profession heavily invested in teamwork and cooperation. The emphasis is on the Disney environment experience and how various Disney projects have worked out ... or not.

Really a great synopsis of some key principles... starting with design , but also about leadership and being a contributing member of a team. A book every aspiring creative leader should read. Phil

an interesting read and reflective of the true Disney culture Marty was involved in and responsible for ... always glad to read a book that reflects reality and does not look to be politically correct ... great read Marty ...

This is a great book!

Good advice in life or daily life from the Chief Imagineers for many years, Marty Sklar. He brings many past and present people from WDI into the discussion of what they have learned and wish to share. Starting out in life to discover who you are or trying to reinvent yourself, these words from experienced talent is worth your time.

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