

**Inside The Disney Marketing Machine: In The Era Of
Michael Eisner And Frank Wells By Lorraine Santoli**

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Inside the Disney Marketing Machine by Lorraine Santoli, Foreword by Sam Tuchman, Ph.D., former NBC Television Research & Strategic Planning Executive

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Aug 12, 2015 Disney Marketing Machine In the Era of Michael Eisner and Frank Wells," by former Disney Director of Corporate Synergy, Lorraine Santoli, takes you Focusing on the Disney difference, Inside the Disney Marketing

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