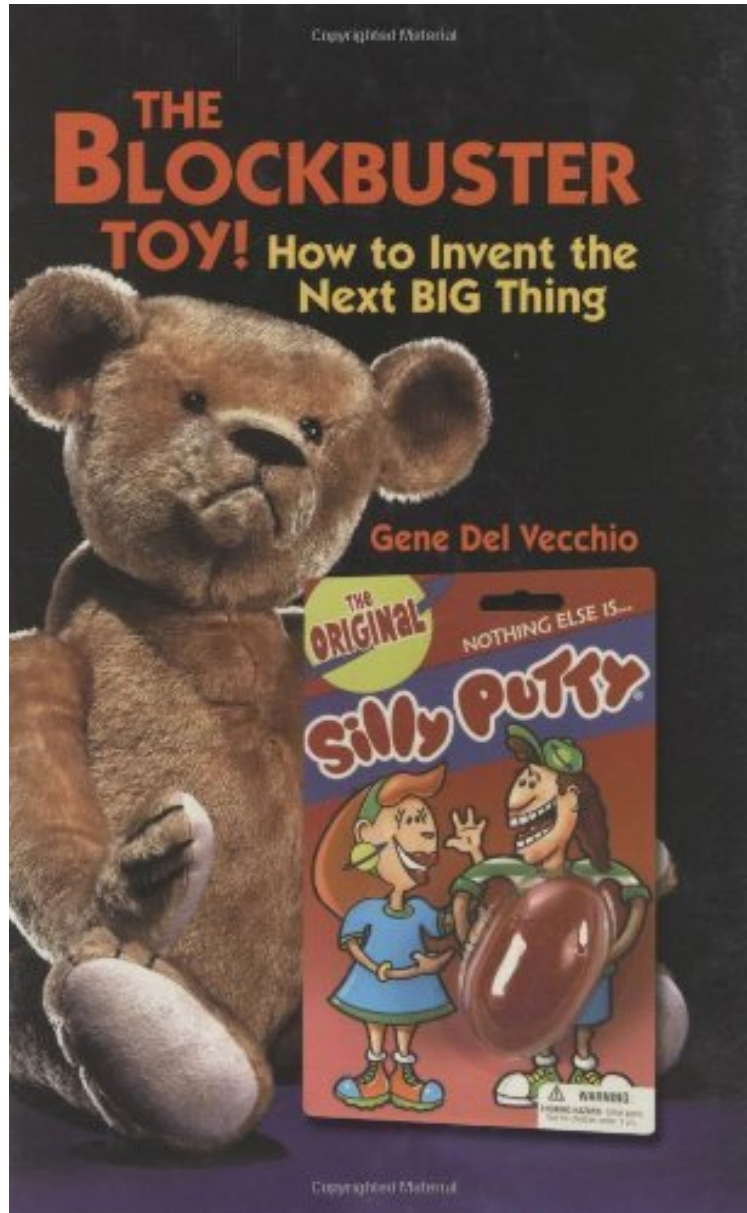


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The Blockbuster Toy! How to Invent the Next Big Thing

Gene Del Vecchio

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Gene Del Vecchio : The Blockbuster Toy! How to Invent the Next Big Thing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Blockbuster Toy! How to Invent the Next Big Thing:

6 of 6 people found the following review helpful. MUST READ FOR PLAYMAKERSBy Stevanne AuerbachGene Del Vecchio's new book, The Blockbuster Toy-How to Invent the Next Big Thing, provides penetrating insights and well-honed experiences. His awareness helps to clarify the puzzle of creating a successful product from many

complex dimensions. The book is well written. It provides the vantage point of history, popularity, culture and values to show "playmakers" what works, what does not, and why. This book is a must read, providing valuable guidance for every "playmaker" and everyone in the business—from inventors to manufacturers and sellers. You will be able to compare the experiences you have had with the products discussed that can be measured against his sensible and practical guidance. Perhaps more "playmakers" will ponder the fact that many successful toys were created not for fame and fortune, but instead for the love and laughter of children—basic values that have been superseded by avaricious investors and the eager quest for the "hot toy." The many concrete examples present classic icons that surpass time and trends and remain perennially, "Evergreen." There is a lot of value in understanding the essential components that make for success and to use his principles for careful study. Who knows what will become the next "Furby" or "Teddy." Meanwhile read this book to get inspiration, knowledge and the map and compass before you venture forth. 0 of 0 people found the following review helpful. Insightful and Delightful By Erick Hayes Great book. Very insightful as far as finding what the marketplace really wants and of course putting smiles on those little bugger's faces. His toy ideas at the end actually sound like something I'd want to play with haha. 0 of 0 people found the following review helpful. Three Stars By Tim Wilson Could not hold my attention to read

Outlines the essence of a blockbuster toy and the various recent approaches used by Crayola, Disney, and other companies in choosing their products.