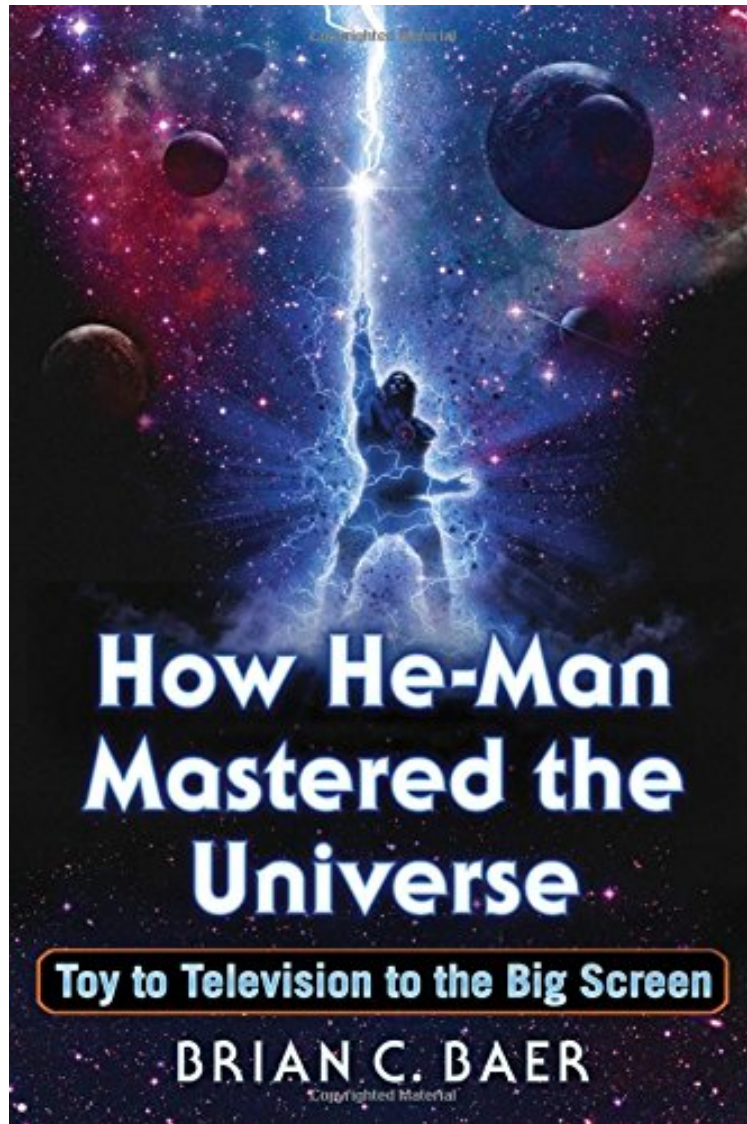


(Read free ebook) How He-Man Mastered the Universe: Toy to Television to the Big Screen

How He-Man Mastered the Universe: Toy to Television to the Big Screen

Brian C. Baer

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#815972 in Books Ingramcontent 2017-03-07Original language:EnglishPDF # 1 9.00 x .70 x 6.00l, .0 #File Name: 1476665907228 pagesHow He Man Mastered the Universe Toy to Television to the Big Screen | File size: 49.Mb

Brian C. Baer : How He-Man Mastered the Universe: Toy to Television to the Big Screen before purchasing it in order to gage whether or not it would be worth my time, and all praised How He-Man Mastered the Universe: Toy to Television to the Big Screen:

0 of 0 people found the following review helpful. Five StarsBy Angelo MiglioreGreat book. Fun read3 of 5 people

found the following review helpful. Encyclopedia He-Mannica!By Jennifer R. GanoungEvery child of the 80s remembers He-Man--a toy and cartoon phenomenon that paved the way for dozens to follow. I'll say up front that I'm not a He-Man superfan, but I remember the characters fondly. To that end, the sections of the book I found especially interesting were those where the author discussed the market in general--the opportunities in the toy industry Star Wars inadvertently created, the new one in cartoon features He-Man INTENTIONALLY created and, sadly, the opportunity in film He-Man just missed. Some reviewers apparently expected the focus of the book to be on the good times--the He-Man heyday of cartoons and toys--because that seems to be the route other books on the subject have gone. I applaud the author for focusing on the bad times and speaking to the downfall of the franchise that was He-Man. And She Ra. And Man-at--OH MY GOD I STILL KNOW ALL THE CHARACTERS!Look, bottom line: if you like 80s cartoons, get this. It offers some great insight into what was going on in the toy and cartoon industry at that time. If you like He-Man, also get it--this is like the Encyclopedia He-Mannica for the movie. Heck, just buy for the unabashed author fanboying over He-Man--that comes through clearly and is pretty darn entertaining.2 of 3 people found the following review helpful. Everything you ever wanted to know about the 1987 He-Man movieBy Conrad HossThis is indeed a labor of love- it has everything about the ill-fated 1987 He-Man movie. It is well researched and cited. I learned about the production and how bad Cannon Films was. The author summarized the Masters of the Universe toys, cartoons, and comic books and created a chronological narrative. This book is underrated compared to the Dark Horse hardcovers, forum chatter, and podcast mentions.The bulk of the book is about the movie. Brian tends to stay factual and not insert his opinion, except that he really loves this movie and 1980s nostalgia. I finished the book quickly- the 224 page count is padded due to the citations and bibliography.This is not a complete in-depth history of MOTU, although he does cover all the franchises and eras.

Elaborate cinematic universes and sophisticated marketing tie-ins are commonplace in entertainment today. It's easy to forget that the transmedia trend began in 1982 with a barbarian action figure. He-Man and the other characters in Mattel's popular Masters of the Universe toy line quickly found their way into comic books, video games, multiple television series and a Hollywood film. The original animated series (1983-1985) was the first based on an action figure, and the cult classic Masters of the Universe (1987) was the first toy-inspired live-action feature film. But it wasn't easy. He-Man faced adversaries more dangerous than Skeletor: entertainment lawyers, Hollywood executives, even the Reagan administration. The heroes and villains of Eternia did more than shape the childhoods of the toy-buying public--they formed the modern entertainment landscape.