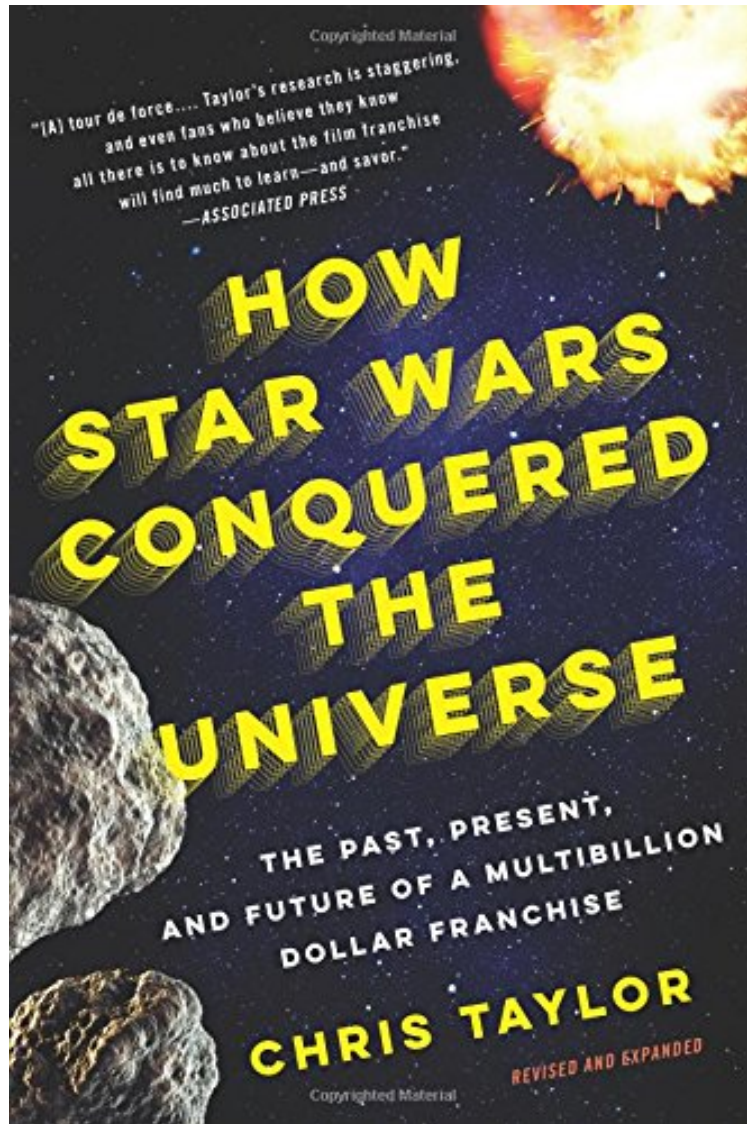


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How Star Wars Conquered the Universe: The Past, Present, and Future of a Multibillion Dollar Franchise

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Chris Taylor : How Star Wars Conquered the Universe: The Past, Present, and Future of a Multibillion Dollar Franchise before purchasing it in order to gauge whether or not it would be worth my time, and all praised How Star Wars Conquered the Universe: The Past, Present, and Future of a Multibillion Dollar Franchise:

0 of 0 people found the following review helpful. Biography of an EmpireBy Julie MerilattLet me provide a little bit of background I bought this book for my husband because hes of the optimal Star Wars fandom generation. I grew up familiar with the movies thanks to my older brother and distinctly remember seeing the special editions and Episodes I-III in the theater. Neither of us would consider ourselves uber-fans or profess an undying devotion to the franchise, but I was curious about this cultural phenomenon. SoWhat I enjoyed the most about this book was that it became an immersive experience, because as soon as I started reading about the Star Wars universe, I had to re-watch all of the movies. Though it was occasionally bogged down with the minutiae of every detail of George Lucas, his creative process, franchising, filming, his various companies, finances, et al, there were more interesting tidbits that I found intriguing. Example: Elvis Presley was in the process of securing a Star Wars print to screen for himself and Lisa Marie at Graceland the day before he died.I was most interested in how the story and the films evolved, first in Lucass brain, then to a more tangible thing. One of my favorite quotes pretty well defined Lucass attitude concerning his creation:I was afraid science fiction buffs would say things like you know theres no sound in space, Lucas said in 1977. I just wanted to forget science. In space, everyone can hear you go pew pew.Of course, the influence Lucas had on pop-culture, science fiction movies (Aliens, Blade Runner, James Cameron, Tron, etc), and special effects is immense. Alien is to Star Wars what the Rolling Stones were to The Beatles. Its fascinating how this one man had an idea, turned it into a vast collaborative empire, and made himself a billionaire through his creativity and ambition.3 of 3 people found the following review helpful. This Is The Book You're Looking For...By Alex N.A really, really, really good book about our most beloved galaxy far, far away. This has stories and insights I haven't read anywhere about a lot of fan topics, and Chris Taylor feels like a fellow SW friend all the way. The book' style is easy to read, well written, detailed, personal and engaging. Any fan of the SW franchise has to buy this book. PS: I'm not a friend of Chris Taylor. MTFBWY all!1 of 1 people found the following review helpful. Enjoyed this book very much!By RichardI was recommended to read this book not just because I'm a Star Wars fan but also because how great this story is. The beginning of how George Lucas was inspired and how that transcended was really fascinating. Not only did I find this book to be insightful and informative but I found myself continuing reading because of how Star Wars impacted our entertainment industry. I was surprised how well in-depth this book was. Yes I learned tons about how much Star Wars impacted our culture around the world but also what Star Wars mean to people. This book also shows how important it is to persevere. George Lucas is a brilliant person but not everything went perfect for him. The man had an interesting life and encountered several difficult obstacles that could have changed Star Wars the way we know it today. Whether you enjoy the original movies but maybe not the prequels, certain books, characters added to the expanded universe, one thing is certain. No matter what your opinion about George Lucas or Star Wars, his work not only inspired many people but he helped revolutionized the movie industry in many ways.

"[A] tour de force.... Taylor's research is staggering, and even fans who believe they know all there is to know about the film franchise will find much to learn--and savor." --Associated Press

"Exhaustive.... those of us more casually in tune with the Force will find more than a few tasty nuggets."Wall Street Journal"Insanely microresearched and breezily written."New York Times Book "An excellent look at the genesis of Star Wars.... [Taylor's] put together a volume that's honest and interesting--and one that's completely reignited my passion for Star Wars."io9"An unconventional approach that serves to bring a spark of life that might otherwise go missing from a straightforward commercial or cinematic look at Star Wars."Washington Post"Even obsessives will likely find much that's news to them ... worthy of being savored ... amusing ... reveals what a huge role serendipity played in Star Wars."New York Post"Delivers a payload of information... you will find intense emotions in its observations of a battle for autonomy within corporate cinema, and to the public that swoons for Lucas' products."San Francisco Chronicle"An immensely readable look at the worldwide impact of the Star Wars saga over the decades."McClatchy"Taylor brings a genuine love of pop and nerd culture to this comprehensive retrospective on one of the 20th century's most popular film series.... Taylor has compiled an impressive collection of background research and insider info that any fan would be glad to own."Publishers Weekly"Taylor's fan-boy enthusiasm coupled with his inviting narrative style make this a fun and informative read for sf enthusiasts, media studies and marketing students, film industry professionals, and aspiring Jedi Knights."Library Journal "It's impossible to imagine a Star Wars fan who wouldn't love this book.... It really is hard to imagine a book about Star Wars being any more comprehensive than this one. It's full of information and insight and analysis, and it's so engagingly written that it's a pure joy to read.... There are plenty of books about Star Wars, but very few of them are essential reading. This one goes directly to the top of the pile."Booklist (starred review)"A smart, engaging book...welcome reading for fans of Star Wars--or, for that matter, of THX 1138."