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Universal versus Disney: The Unofficial Guide to American Theme Parks' Greatest Rivalry

Sam Gennawey

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Universal Studios never really wanted to get into the theme park business. They wanted to be the anti-Disney. But when forced to do so, they did it in a big way. Despite the fits and starts of multiple owners, the parks have finally gained the momentum to mount a serious challenge to the Walt Disney Company. How did this happen? Who made it happen? What does this mean for the theme park industry? In *Universal Versus Disney*, his newest work to investigate the histories of America's favorite theme parks, seasoned Disney-author Sam Gennawey has thoroughly researched how Universal Studios shook up the multi-billion dollar theme park industry, one so long dominated by Walt Disney and his legacy.

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