

WALT DISNEY COMPANY.THE WORLD WHERE DREAMS COME TRUE.

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Everyone was a child. And in childhood we have many different things, which make us happy and which we remember all our life. It can be our favorite toys, games, films and many others. I think, that our generation was brought up on cartoons by Walt Disney Pictures. And we like this up to now. Mickey Mouse, Beauty and the Beast, Goofy and other heroes of Disney's cartoons are idols of millions children around the world. Walt Disney Company makes children happy.

History of this company started in 1928, when Walter Elias Disney created his first sound cartoon with Mickey Mouse in the main role. Then he continued to create, he founded the world of the dream, and he became a legend of 20th century.

The Walt Disney company has come a long way since Mickey Mouse first was created in 1928 and Walt Disney wanted his love for original animation and entertainment to live on. And now it is the world's leader in entertainment industry. Moreover, Walt Disney Company is the one of the most expensive brands in the world. For example, its profit in 2009 was 36 billion of dollars. And this company has a business in 172 countries.

The main aim of company in all time- to create qualitative product in entertainment industry, using a great experience, which is accumulated in many years of successful job.

Nowadays Walt Disney Company consists of four parts:

1)_The Walt Disney Studios - is foundation of all company, which is based on popular films and cartoons. The Walt Disney Studios sale products of Walt Disney Pictures, Walt Disney Animation Studios, Pixar Animation Studios, Touchstone Pictures and Hollywood Pictures.

Company Disney Theatrical Productions- is one of the biggest producers centers of the Broadway. It consists of Disney Live Family Entertainment and Disney on Ice (which doing ice shows).

Disney Music Group produces music in different genre and soundtracks.

2) Parks and Resorts - is not only house, where personages live. It's place, where dreams come true. This part of company has been working from 1952, and today it is so big and involves cruise company Disney Cruise Line and five entertaining resorts on 3 continents: Disneyland Resort in the state of California, Walt Disney World Resort in Florida, Tokyo Disney Resort in Japan , Disneyland Resort Paris in France and Hong Kong Disneyland.

Millions families from over the world visit this resorts every year and the rest of people dream about visiting.

3)Disney Consumer Products — DCP

History of consumer products started in 1929 from suggestion to place image with Mickey Mouse on covers of children's drawing albums. After that DCP broadened assortment of Disney's production: it is clothes and toys, trimmings and house devices, books and magazines, drink and food, writing materials, electronics, computer and video games.

Disney Publishing Worldwide (DPW) is the biggest publisher of children's literature in the world.

Moreover, company has its own commercial internet portal Disneyshopping.com.

4)Media Networks

Media Networks of Disney include a lot of TV, radio, internet and publishing companies. The main of them are Disney-ABC Television Group and Walt Disney Internet Group.

So, we can see that Walt Disney Company is one of the biggest and the most successful companies in the world. And, of course, it's interesting to know how Walt Disney has got this success and created this gigantic business. I think, the main secret is he was very purposeful. Walt Disney was born in usual family, at school he was interested in drawing, then he began to take lessons of caricature in University, drew for commercial company. After that he began to shoot short advertisements with his friend. And in several years he established his own studio, but it wasn't successful business, because Walt didn't know rules of economics and he was deceived. But he didn't give in and in 1928 he created Mickey Mouse, which became a sensation and gave him success. He always said: *'Dream, invest in different projects and always go after your aim!'*. And this words helped him to become a legend. But I think, that it's not correct to suppose, that only strong character helped him to found his company. Walt Disney was a great manager. He created a parallel world, world of kindness and fairy-tale, where people could hide themselves and their children. And people were ready to pay big money for this, and nowadays they are ready to pay to. When Walt Disney established his company, he understood that his market is a family. And he suggested entertainments and products for family, which was interesting for adults and children. Uniqueness of Walt Disney and his company is that word 'family' include all people, 'children' of all ages, who have saved ability to wonder and to be happy. This company gives people positive emotions, it respect customers, and everyone feel that he is important person.

It's important to add, that Walt Disney Company is the one of the biggest employers in the world. Today there are about 100 thousands employees work. And all workers are well-qualified people, who love their job, who are self-reliant and active. Of course, they are reason of success of Walt Disney Company too.

In conclusion I want to say that Walt Disney is a product of talented animator and great job of managers. It's a great idea to do business, giving happiness to people. Millions of people are ready to pay a big money for smile of their children. Walt Disney is the world, where dreams come true and everyone can feel himself a child.

Today this gigantic business continues to develop. New cartoons and films are shooting; new products and entertaining are created. But we should remember words of old Walt Disney, *"I only hope that we don't lose sight of one thing - it was all started by a mouse!"*