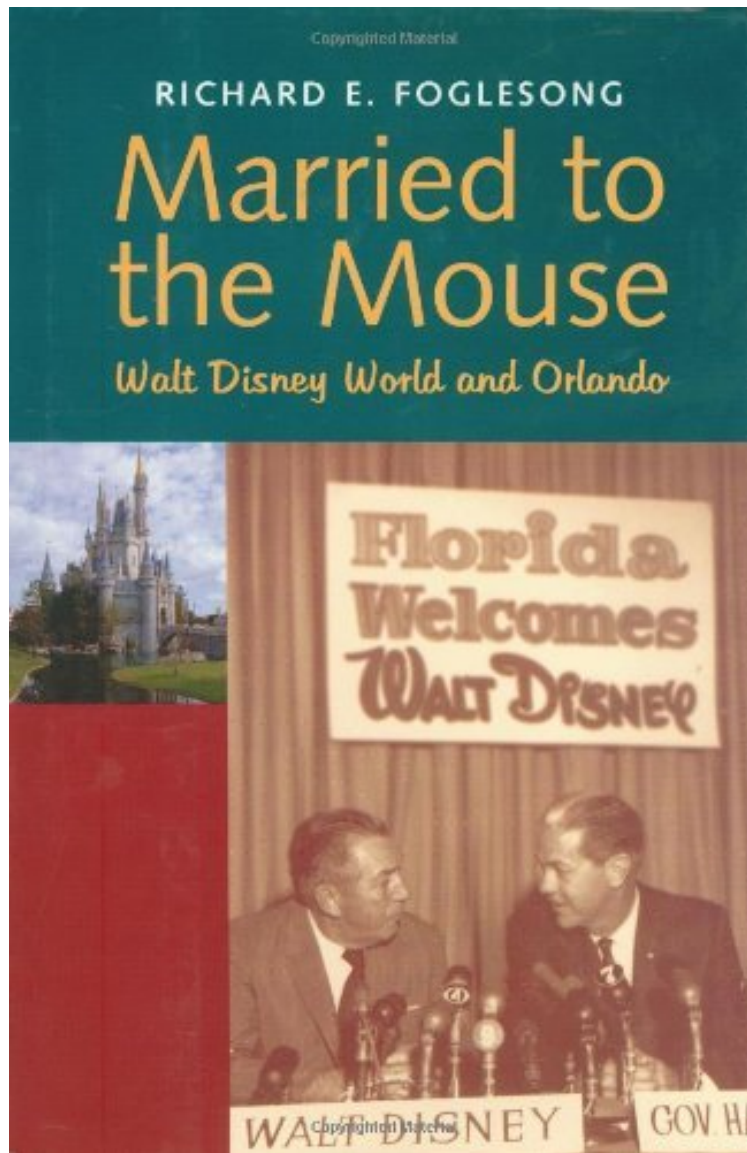


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Married to the Mouse: Walt Disney World and Orlando

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Professor Richard E. Foglesong : Married to the Mouse: Walt Disney World and Orlando before purchasing it in order to gage whether or not it would be worth my time, and all praised Married to the Mouse: Walt Disney World and Orlando:

2 of 2 people found the following review helpful. Well documented but sort of dry for a Disney bookBy docFirst chapter was best showing the secret buy up of properties that would become WDW. That was interesting. Remainder of book sort of like a college level urban civics class on managing sprawl and taxation policy.1 of 1 people found the following review helpful. I liked this book a lotBy Sara TriceratopsI liked this book a lot. It gives the backstory of how

WDW started and the Park Company's relationship with the city of Orlando. I learned a lot that I didn't already know.⁵ of 5 people found the following review helpful. A Fair and Exposing Look at the Walt Disney World Company By B. A. Hendricks I bought this book a number of months ago and really enjoyed reading it. Although the person who recommended it to me said it was very anti-Disney, I found that Foglesong had a good balance between the views of the different stakeholders. It is certainly an educational book, and would recommend for anyone interested in Walt Disney World history. This is not a book about how wonderful Disney is or how to plan your Walt Disney World vacation...so be prepared for a bit more than *Pixie Dust*.

Joined together in an 'economic development marriage', Walt Disney World and Orlando, Florida, have become the world's most popular tourist destination. This intriguing book traces the evolution of the relationship between the Disney Co. and the surrounding community since it began in the 1960s. Like most close relationships, the Disney-Orlando union has involved conflict and compromise. Richard Foglesong shows that this evolving relationship validates the adage: whom you marry affects what you may become. Foglesong explains how Orlando leaders seduced the Disney Co. with big road projects, how the Disney Co. shielded its property from government regulation, and how the company has used the governmental powers it acquired. In short, Disney World has become a "Vatican with Mouse ears", the author declares. In a balanced and thorough analysis of the Disney-Orlando story, Foglesong offers a critical account of how Disney has used - and also abused - its governmental immunities from the beginning of Disney World to the present under chairman Michael Eisner. Orlando's experience with its biggest local employer raises broad questions about urban development policy. Can local leaders resist the demands of global corporations? Do privatisation and deregulation offer a viable strategy for economic development? And is it possible to escape the weight of previous economic development decisions that seem to lock in, for example, more tourism and low wages, while locking out other opportunities?

From Publishers Weekly Disney World, in its agreement with the city of Orlando and the state of Florida, actually negotiated the right to construct and use a nuclear power plant at the amusement park. True, it has never built one, but according to this well-researched, cogently argued and eye-opening account of the complicated relationship between the Disney Company and the city of Orlando, it's a sign of the high price that Orlando has paid to become the home of "the most popular tourist destination in the world." A privately held corporation, Disney has created what amounts to an independently governed country "a sort of Vatican with mouse ears" within Orlando, says Foglesong, professor of politics at Rollins College. For example, Disney competed for (and won) bond money, which ultimately paid for new sewers to accommodate its own expansion rather than for low-income housing in a county already strapped with the influx of Disney workers. When the Orlando Sentinel ran a series offering "tepid" criticism of Disney's bad-neighbor policy, the paper was banned from the theme park. In his litany of Disney's major and minor infractions, Foglesong never fails to shed light on the nuances of the situation. Even more than a critique of Disney, Foglesong's book takes a fascinating, important and entertaining look at contemporary problems in urbanology, city planning and, certainly, business ethics. Copyright 2001 Cahners Business Information, Inc. From Booklist Foglesong, a political science academic, examines the "economic-development marriage" between Orlando, Florida, and Walt Disney World, with the latter functioning as an urban entity with a workforce of 55,000, a hotel occupancy exceeding 100,000, its own "municipal" officials, and a land-use plan. The book addresses issues of city governance and services, centralized land ownership, and private government, which the author contrasts to the status quo of democracy and capitalism. Although the boon to central Florida has been remarkable since the 1960s when Disney first arrived, the author cites low wages and loss of other economic opportunities for the surrounding community as the dark side of Disney's extraordinary growth. Foglesong suggests a sharing with the Orlando area of some of the benefits of Disney's growth, such as adopting a living wage policy and expanding fees for parks, education, day care, and assisted affordable housing. The author represents his intent to be fair to the facts, and his is a tough analysis of the Disney-Orlando "marriage." Mary Whaley Copyright copy; American Library Association. All rights reserved "One of [the book's] greatest strengths is its rich detail about how a notoriously secretive company goes to great lengths to preserve its image as the home of the Magic Kingdom." "Here is a book that will change the way that you look at the Mouse. Not only does ol' Mickey have fuzzy ears and a cute, squeaky voice, but sharp teeth and claws too." "The most readable book on a planning topic since Joel Garreau's *Edge City* . . . a richly textured narrative."