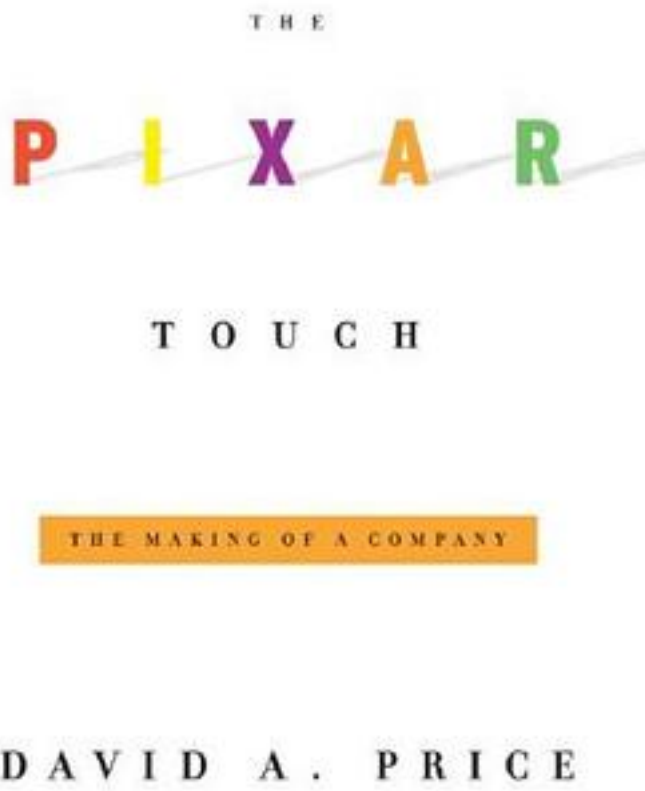


The Pixar Touch



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著者:David A. Price

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The Pixar Touch is a lively chronicle of Pixar Animation Studios' history and evolution, and the “fraternity of geeks” who shaped it. With the help of animating genius John Lasseter and visionary businessman Steve Jobs, Pixar has become the gold standard of animated filmmaking, beginning with a short special effects shot made at Lucasfilm in 1982 all the way up through the landmark films Toy Story, Finding Nemo, Wall-E, and others. David A. Price goes behind the scenes of the corporate feuds between Lasseter and his former champion, Jeffrey Katzenberg, as well as between Jobs and Michael Eisner. And finally he explores Pixar's complex relationship with the Walt Disney Company as it transformed itself into the \$7.4 billion jewel in the Disney crown.

作者介绍:

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标签

皮克斯

pixar

英语

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职场与管理

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评论

Bad storytelling.

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书评

乔布斯对Pixar的帮助大概有， 1. 持续提供资金支持 -- 不过他自己心仪的是高性能GPU电脑，不是数字影像内容； 2. 安排在跟迪士尼合作的第一部动画片上映前IPO； 3. 用反间计干掉了合作度不高的迪士尼一把手。 所以乔布斯究竟还是一个狡诈的商人，如果这书写的都属实的话。

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