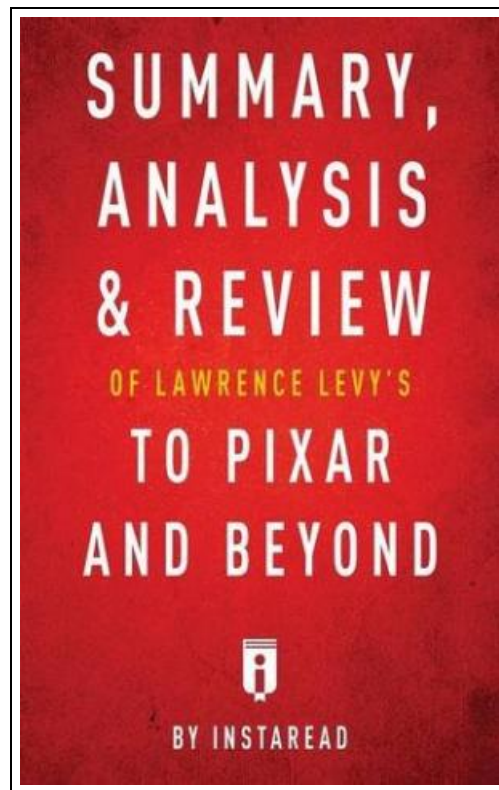


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Instaread, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Summary, Analysis Review of Lawrence Levy s To Pixar and Beyond by Instaread Preview: To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History is Lawrence Levy s personal account of how he and Steve Jobs turned a struggling animation company into a filmmaking powerhouse. Levy is the former Pixar chief financial officer. When Levy arrived at Pixar in 1995 at the behest of CEO Steve Jobs, the animation company was struggling. Jobs purchased the company in 1986 to be a graphics hardware business, but it had not succeeded in this area. In 1991, he had to sell off Pixar s hardware company. What was left was a computer animation business without a strategic vision. It was locked into a restrictive three-picture deal with Disney that threatened to crush any of Pixar s ambitions to be a successful company in its own right. The deal effectively gave Disney full ownership of Pixar without having to buy the computer animation company. Under the terms. PLEASE NOTE: This is a Summary, Analysis Review of the book and NOT the original book. Inside this Summary, Analysis Review of Lawrence Levy s To Pixar and Beyond by Instaread Overview of the Book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at instaread.co.

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