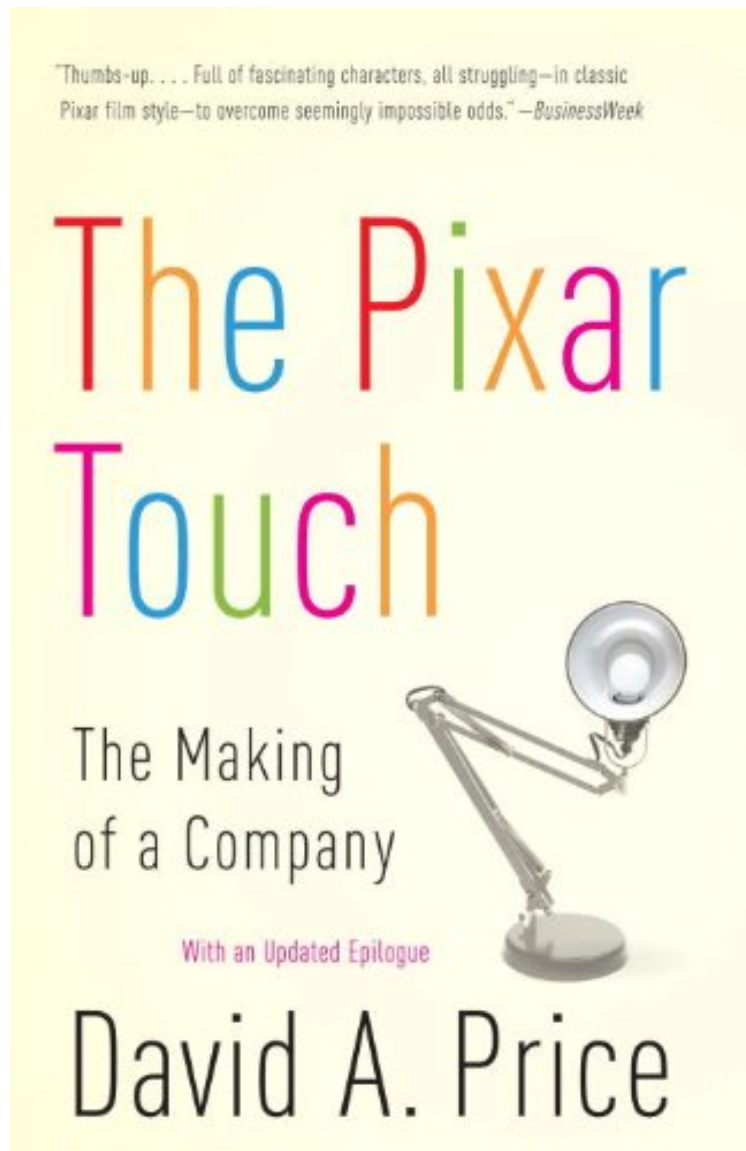


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## The Pixar Touch

David A. Price

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**David A. Price : The Pixar Touch** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Pixar Touch:

2 of 2 people found the following review helpful. Love this bookBy Adrian and Amber ViverosI highly recommend this book for anyone that is interested in hearing about a true Cinderella story. Pixar was able to come back from rejections from Disney and eventually became a huge part of Disney films. It brings to our attention what it takes to make someone's dream come to life and how hard you have to work to get to where you want to be. Although Catmull was turned down for computer graphics he was offered a position to help with the Disney parks, but he in turn rejected

Disney because he had his own goals that he wanted to reach. The book also talks about how Toy Story almost never came to life because it did not fall under what Disney believed and was part of the reason that they had planned to not finance the film. With a few adjustments to the film's story, Disney did eventually finance the film and it turned out to be one of the best decisions either company could have ever made. The film not only brought in money for the two companies, but it also set up a partnership that has been very successful and will continue to be successful.

1 of 1 people found the following review helpful. Lots of information.  
By W. Frazier  
This book should be a must-read for any business student. It is a great summary of how the company Pixar struggled to life and then found great success. The book covers ground-breaking innovations in animation and software development. It's also a candid view of start-ups. The audio book has a wonderful narrator, but there is so much information that reading the hard copy is a better option.

0 of 0 people found the following review helpful. Offers a much greater depth about Pixar not covered in Steve Jobs biographies.  
By Customer  
A great look at the history of Pixar, stretching back from decades before its founding up through 2008. I was interested in reading more about Pixar after reading Steve Jobs by Walter Isaacson and Becoming Steve Jobs. The information covered in this differs a little bit from the accounts given in the Steve Jobs biographies about dealings at Pixar, so I was glad to be able to read another perspective. This was just a great book.

A Wall Street Journal Best Book of the Year  
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.  
With an Updated Epilogue