

Reviews for Licensing Tales

This is a truly fascinating behind-the-scenes look at the world of licensing, full of tales that are fabulously interesting and often hilarious. It's a rare opportunity to learn the background of how some of the world's most iconic products came into being and brought back some great memories of my career in licensing. There is nobody more qualified to assemble this book than Greg who has been a major figure in the industry for decades and was often right in the middle of the action as these tales were unfolding. Congrats for taking the time to memorialize these great stories.

Charles Riotto, President Emeritus, Licensing International (formerly LIMA)

I'm really enjoying Greg's book "Licensing Tales", which is funny, inciteful and familiar, as it should be to an executive who was in the industry for over 25 years. However, you don't have to be a licensing expert to enjoy this read. I loved this business and I love this book!

**Dan Romanelli, Founder and Retired President, Warner Bros. Consumer Products
and member of LIMA's Hall of Fame**

Licensing Tales is a thoroughly enjoyable and engaging read, not only for anyone remotely associated with the practice of licensing but for anyone who has to deal with people during their business day. *Licensing Tales* is the first tome in the social history of our industry. As social interaction is the substructure of licensing, there are certainly many more "tails" to be told, and hopefully, there will be more volumes to follow. Thanks for initiating a living history of our industry.

Danny Simon, President, The Licensing Group and member of LIMA's Hall of Fame

Licensing Tales is a much-needed antidote to the current difficult times the industry is facing. For those of us old enough, it brings back so many fun memories. And for those newer to the industry, it provides some history, and a lot of humor. I am convinced that It's a book that anybody and everybody in the industry will enjoy reading! Gives the information, and stories, that the text books don't cover. Definitely gives the industry a reason to smile!

Francesca Ash, Publisher, Total Licensing

Licensing Tales is much more than just a comical take on licensing. It is a living history of the licensing and merchandising industry with interesting insights and a wealth of historical details. I laughed a lot and learned a lot, and I highly recommend this book for anyone interested in licensing and who just need a good laugh in these challenging times.

Jed Ferdinand, Founder, Ferdinand IP Law Group

A jam-packed collection of stories (all true!) from the people who helped build the modern-day merchandise licensing business. Even if you are not part of the industry, these stories will still amaze and entertain. A fun read!

Peter Van Raalte, Managing Partner BGVR, & former LIMA Chairman

Having been in the industry for more than 3 decades and having attended the licensing show both in NY and Las Vegas for most of those years I can appreciate the lighter side of these `tales`. I take my hat off to Greg Battersby Esq. , a doyen in the industry and a colleague with whom I have shared mutual clients and participated in teaching the CLS course for several years as well as numerous seminars and written many articles about it. It`s good to poke fun at ourselves. Enjoy the book.

Charles Schnaid, Former LIMA Board member & retired partner in Miller Kaplan

The stories are incredible. Humorous, clever, insightful. A real opportunity to see the licensing industry from the inside through the stories of the people who have shaped the business over the past 30 years. Not just for insiders, this book resonates with anyone curious about how an industry evolves through its personalities. I`d recommend it highly.

David Squires, Dir. Of Sales, Jam`n Products

A fun and breezy read that captures the characters (real life) and characters (properties) that helped build the Licensing Industry into what it is today.

Details a behind the scenes look at who and what shaped the trends that have resonated over multiple generations. Whether you are reminiscing about the Licensing business or a newbie looking for clues to succeed, Licensing tales is a must-read.

Vicki S.

I enjoyed this from the perspective of a consumer with one surprising story of well-known successes after another, as well as from a business owner, with lessons learned to help my company. The stories in this Licensing Tales book are easy to read & at times seem like they could've come from Forbes or Business Week and at times, even People Magazine! Entertaining & Valuable in several different ways to each reader. Reading Licensing Tales is an enjoyable & worthwhile use of time. I highly recommend it  

Amazon Customer

If you are involved in the licensing industry, consumer products, or are interested in reading about what happens before your Disney Mermaid pajamas or Transformer bicycles hit the retail shelves, then you would enjoy this book. The stories are from the players that make the deals happen - from inception to product, in an industry that is as colorful and creative as the fashion industry or the entertainment industry. Composed of a combination of hardcore businesspeople, visionaries, oddballs, and everything in-between, this is the perfect insiders' perspective on a fascinating business.

Alan Dorfman, President Super Impulse Toys & Former LIMA Board member

Very interesting read and great stories to learn from with regard to licensing IP.

Whether you're consumer or a licensing professional, Licensing Tales will give you a terrific look into the behind-the-scenes of this \$300 billion dollar industry. It's filled with stories that give the reader an insider's peek into how some of the most popular products got on to store shelves (or almost didn't make it). A fun and insightful read!!

Carole Francesca, President, Broad Street Licensing & Former LIMA Chairperson

A great and lighthearted take on a wonderful industry. It is a rare book indeed that provides a perspective on the old adage; "love what you do and you will never work a day in your life."

Adam Berg, Licensing Industry Veteran & Former LIMA Board Member

Never before told behind the scenes stories about famous licensing deals. I enjoyed this from the perspective of a consumer with one surprising story of well-known successes after another, as well as from a business owner, with lessons learned to help my company. The stories in this Licensing Tales book are easy to read & at times seem like they could've come from Forbes or Business Week and at times, even People Magazine! Entertaining & Valuable in several different ways to each reader. Reading Licensing Tales is an enjoyable & worthwhile use of time. I highly recommend it  

Amazon Customer

What a fantastic book of collected stories written by some of the leading "warriors" of licensing. I loved reading all of the humorous anecdotes as well as the WTF! mistakes some of the most popular brands have made over the decades. There's a lot packed into these pages. What a fun and informative read!

Amazon Customer

Finally, a Candid, Entertaining Look at the Licensing Industry. One of those rare, candid peeks into the licensing industry. Good lessons and entertaining, REAL stories, told by one the industry's stand-outs, Gregory Battersby -- someone brave enough to tell it the way it is. Thanks, Greg....

Amazon Customer

What a story! A terrific and fun in depth look at the cast of characters that made the licensing industry what it is today. These are the pioneers!

Amazon Customer

Fun read and lessons learned. This book does a great job of showing the lighter side of the industry, but also deliver some lessons learned. The licensing industry is never dull and this books shows it! It's why so many choose our industry to make a career.

Judy Slusar