**Reviews for Licensing Tales**

[Great Industry Behind the Scenes Insight](https://www.amazon.com/gp/customer-reviews/R3E4OD6J911PNZ/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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, Basic Fun

[This book is a great tell all on the licensing industry.](https://www.amazon.com/gp/customer-reviews/R29QSGRFO4HGPG/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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

[What A BOOK!](https://www.amazon.com/gp/customer-reviews/R2XYOX10QL73RH/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

Fantastic read with lots of Stories and Tales from Yesteryear.  
All the industry stars are in this book! Great to have Greg to recount these transactions and moments in time. Gregg Is a Gem of a guy and a fantastic Friend. Highly Recommend. Jim Paidas, Paidas Management  
  
[Great Behind the Scenes Look at the Industry - Great fun!](https://www.amazon.com/gp/customer-reviews/R3EC4VJWTHWH83/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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 VanRaalte, BGVR Consulting. Former Chairman, LIMA

[An inside look at the licensing industry.](https://www.amazon.com/gp/customer-reviews/R2CI753W8LMQ4G/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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, Miller Kaplan

[An outstanding read!](https://www.amazon.com/gp/customer-reviews/R2A87500599D6N/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

An outstanding read! This book covers has a story and an example for almost any situation. Can’t beat experience! Amazon Customer

[Great read.](https://www.amazon.com/gp/customer-reviews/RCMX2HEZATFBU/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

Very interesting read and great stories to learn from with regard to licensing IP. Mike Quackenbush, Miller Kaplan

[Never before told behind the scenes stories about famous licensing deals](https://www.amazon.com/gp/customer-reviews/R2UHG1G1ZDP7OT/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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

[An Entertaining Read](https://www.amazon.com/gp/customer-reviews/R2ZGHNHW991LTH/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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. Amazon Customer

[Entertaining and Educational](https://www.amazon.com/gp/customer-reviews/R3GJ5D0P6GN0BE/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

This book is not only a great compilation of entertaining stories, it’s a fascinating behind-the-scenes look at many of the key players and characters who created and built the $290 billion global licensing industry – one of the world’s key drivers of pop culture, nostalgia and branding. A must-read for fans of the licensing and merchandising business, as well as anyone who enjoys learning about the evolution of an international industry. Charles Riotto, Former LIMA President.

[A terrific behind-the-scenes read!](https://www.amazon.com/gp/customer-reviews/R34IXBAKZERZFG/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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, Broad Street Licensing, Former Chair, LIMA

[For licensing professionals and novices](https://www.amazon.com/gp/customer-reviews/RM1KH3YA76GFO/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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 needs a good laugh. Amazon Customer

[Wonderful stories from the "licensing battlefields"!](https://www.amazon.com/gp/customer-reviews/R2QYDRV8P74BJO/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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! Peter C. Amazon Customer

[Fun read and lessons learned](https://www.amazon.com/gp/customer-reviews/R1WGLEGJ31IRHG/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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. Mike Slusar, Brandar Consulting

[Captivating, Funny, Insightful](https://www.amazon.com/gp/customer-reviews/R3KIN82MBSLZEJ/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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, Former VP LIMA

[Finally A Candid, Entertaining Look at the Licensing Industry](https://www.amazon.com/gp/customer-reviews/R2DRY25VPYT53K/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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

[Interesting Easy Reading](https://www.amazon.com/gp/customer-reviews/R3D4TDT6DA0SU5/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

Fun behind the scenes look at the licensing industry with stories about characters, brands and deals that shape much of how we consume brands today. Would recommend. Andrew, Amazon Customer

[What a story!](https://www.amazon.com/gp/customer-reviews/R3P7BOXLREJPQ8/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

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

[The fun side of the fun people in this fun industry!](https://www.amazon.com/gp/customer-reviews/R17CGR0G7WWFND/ref=cm_cr_getr_d_rvw_ttl?ie=UTF8&ASIN=1888206160)

A fun read revealing the insides of the licensing industry and the personalities that make it a great business to be part of! Amazon Customer