



Project Future: The Inside Story Behind the Creation of Disney World

Chad Denver Emerson

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Date : Published 2010 by Ayefour Publishing

ISBN : 9780615347776

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Format : Paperback 185 pages

Genre : Nonfiction, History, Business, Travel



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From Reader Review Project Future: The Inside Story Behind the Creation of Disney World for online ebook

Erika says

Wow, this book was SPECTACULARLY boring. I expected something a little more compelling than paragraph after paragraph of real estate transactions and legislation, but that's pretty much what this was.

Brian Dankese says

I've read many books about Disney in my life, so I thought I had a pretty good idea about what I was getting myself into. The main reason I wanted to read this book was because I wanted to learn facts and hear stories that I had never heard before. 'Project Future' undoubtedly is a good, solid, readable book. However, I do believe that this book also has a very select audience. This book isn't really meant for a fan of Disney who just wants to learn about Disney World. This book gets very in depth into the legal and logistical blockades that The Walt Disney Company was able to get through as they created the Florida Project. The book may seem to drag a bit while the court processes and political games were being played, so if that isn't your favorite topic... I would not read this. Due to the fact I'm already a very big Disney fan- I enjoyed this book a good amount as it was a change in pace from a lot of the other Florida Project books you'll see around.

This novel shows the struggle and the obstacles that were overcome by the Disney team unlike any other book. It clearly highlights with great description how the Florida Project came to be, especially with the numerous ways the Disney team was able to secure the land for the Experimental Prototype City of Tomorrow. Any seasoned Disney nerd would love this novel, and so would even the average Disney fan. If you are more of the type of person who wants to read about Walt and his life, or about the attractions themselves, you will be better off finding a book written by a Disney Legend or someone of that caliber.

Andrea says

While this may have read like stereo instructions, it definitely provided all of the facts that one could be looking for about the creation and execution of Disneyworld. If you're interested in the subject, this is an awesome book (especially if you're writing a paper or doing research); otherwise i would probably pass unless you're like me and just love random facts like it was almost in MI.

John Gregory says

If you want an entertaining story about the creation of the biggest vacation destination in the world, you will be sorely disappointed. Unless you want an essay-like story of Florida land and municipal management regulations in the mid-60s, don't bother.

Dan Herman says

This is a land development Ph.D thesis. If you're interested in the regulatory and legal challenges of building an amusement park, enter through the book's gates with a joyous heart to your own Happiest Place on Earth. If you're looking for any information on Disney, Disney World or the actual engineering/Imagineering/design/philosophy/anything of amusement parks, get a ticket for a different ride.

Michael Massie says

Interesting but not very lively telling of creation of Disney World

A "just the facts" telling of the creation of Disney World, not as compelling as I expected, but some of the other projects Disney was considering like a St. Louis fun center were things I was not aware of before this reading.

Kimberly says

I have read a lot of books about both Disney the person and the place. In most of these books they go over the complex process to procure the land for the park in Florida in a chapter, mostly because that is really all you need to understand what happened. However for the hardcore Disney fans who want to know more, this book turns what is typically just a few pages into a whole book with much more detail. This book is not for everyone, but is a great read for people who want to know the full behind the scenes story.

BJ Kellogg says

Not much about 200 pages. Legal speak put into simple terms. Some stories, good for research and history buffs

Heidi says

This is a legal history of the actions and events that allowed the Disney Co. To make WDW so drastically different from Disneyland. At times, it's dry and unless you're an attorney or have a very legal mind, it's probably best to skim some parts. But I found it overall very interesting to learn the of the strategic path they took to create exactly what they wanted. For any Disney fan, it's probably super interesting.

Michael Scott says

After The Pixar Touch: The Making of a Company, I decided to read a trilogy about theme park design, and stopped at 31 Months in Japan: The Building of a Theme Park, Theme Park Design: Behind The Scenes

With An Engineer, and Project Future: The Inside Story Behind the Creation of Disney World. Theme parks are large-scale parks on a given grand topic, such as the entire world of Disney characters in Disneyland or everything aquatic in Waterworld; such a park can easily attract ten million visitors yearly, thus becoming big local industry.

Project Future: The Inside Story Behind the Creation of Disney World is the weakest of my selected trilogy, perhaps because it combines uninspired writing with an exclusive focus on a land-property thriller. We get some interesting information about secrecy, buying land, and corporate ruthlessness (yes, Disney did seem to extort the land from several of its rightful owners, and it did seem to influence the local laws through powerful lobbying, all back in the mid-1960s). However, the story barely touches the surface, and the reader is left with too many question marks. The bibliography list is perhaps the only really good element of this book.

Overall, read only if the fog outside is really thick, and your real library has just been lent to a friend.

Jennifer says

If you're interested in the genesis of the Disney theme park idea, the subterfuge and misdirection involved in the land purchases for Disney World, and how the company got around Florida property rules and restrictions through legal classifications, this book is for you. If you're interested in flying elephants or even Imagineers, you're better off with something else.

There is a certain brand of Disney Geek that will be absolutely enthralled with this book, but others will find it rather dry. I put myself in the former category; I loved every minute.

Jose says

I would consider the work done by Chad Denver Emerson to be one hell of a book. He achieved to give a novelesque flair to the description of a real estate transaction report, which requires initially an "audit-like" fact-checking stage and corporate "green-lights" requests before going into the styling of the text.

The topic might be hard for some readers to relate to a palpable situation, and because of that it is worth to mention that a land acquisition transaction is a very long and delicate process in which several companies decide to carry on with a project or leave it behind.

I found the whole story captivating and very entertaining. Initially, having in mind that Disney is a company several of us grew up with, a very direct relationship between the story and the reader is set, plus considering that "Walt Disney World" (which initially was called Disney World but the name was changed to Walt Disney World, after Walt passed away) was one of the last projects to be set by Walter Disney himself, the project acquires a different emphasis, a more personal tone. Therefore, besides being a very interesting story, it's impressive how such management of emotions were handled by Emerson in what is a business transaction.

Having recently finished writing a master dissertation myself, I am in awe of the management of style and chronology in the book. Great work by the author, couldn't put the book down.

Kelly Stout says

Fascinating to read about how Walt Disney World came to be. But, the land purchasing-law talk was a bit boring at times.

Eric says

Very geeky and not really for casual Disney Fans... as it is a bit 'text-booky'. Hardcore people who get into the nuts & bolts of it all will find it fascinating.

Josh McConnell says

Not sure what is with all of the negative reviews... People I guess went in assuming the book was about something it's not. Personally, I couldn't put this book down and read it in one day. Fascinating account of how Walt Disney World came to be from the idea to scouting land to the spy-like secrecy to purchase land to legal stuff. If you are a Disney fan or just enjoy reading about some intense project management, check this one out for sure.
