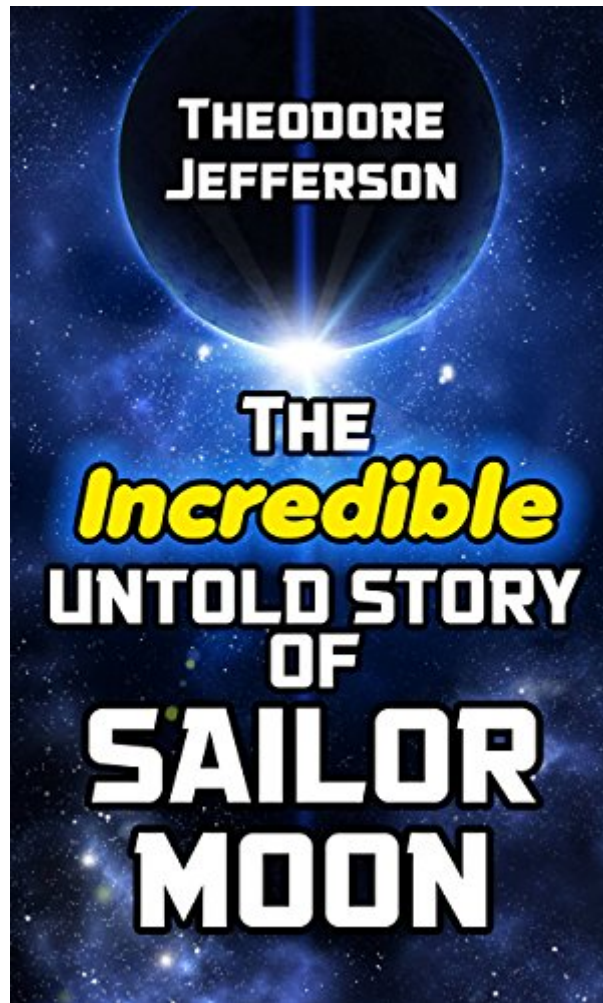
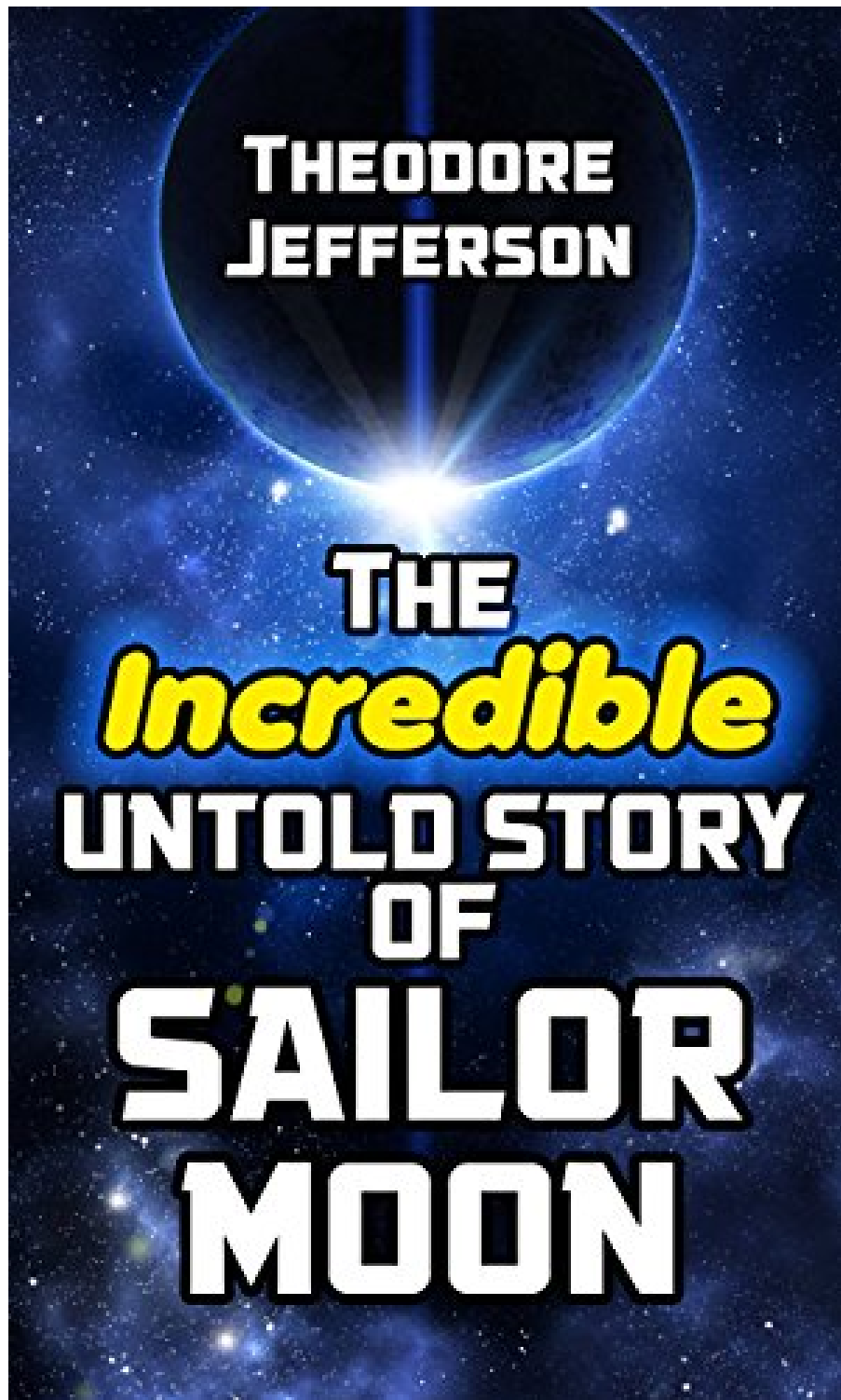


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The Incredible Untold Story of Sailor Moon is the definitive history of the world-famous television series and manga in the United States. Journalist, author and former DIC Entertainment marketing consultant Theodore Jefferson brings together entertainment executives, national correspondents and bestselling authors, including three-time Emmy® Award winning former DIC Entertainment Chairman and CEO Andy Heyward, and Irwin Toy CEO George Irwin to paint a unique one-of-a-kind picture of what may be the most influential animated television series in the last 20 years.

Fans will learn how Sailor Moon set a new market for comics, games and animation in motion in the early 1990s, how the show helped bring girls and women into what was once a male-only world, and how companies from Marvel to Disney to Blizzard built multi-billion dollar empires that might never have been possible without the show's influence.

By 2012, the worldwide anime licensing market exceeded \$50 billion. By 2014, comics ruled the box office. Girl heroes are everywhere now. And it all started during the first English-language broadcasts of Sailor Moon on U.S. and Canadian television.

Sailor Moon changed the world. This book will explain how and why.

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- Released on: 2015-07-05
- Format: Kindle eBook

Most helpful customer reviews

3 of 3 people found the following review helpful.

It reads more like a collection of short essays

By Anthony

To start off, I wasn't expecting a whole lot going into this. What I came out with was an interesting enough read, with a few pieces of information that were new to me. That said, it wasn't groundbreaking, and much of it wasn't even really about Sailor Moon, but rather the overall environment. There was not necessarily a clear point to the work, and it got a bit muddled in all its comparisons to other franchises and constant name-dropping (even in cases where it really was not as relevant as the writer perhaps thought). It reads more like a collection of short essays, loosely tied together by a thin thread.

Not awful by any means, and an easy read -- a nice distraction from some heavier stuff I'd been reading. But definitely not worth the price for what it was.

0 of 0 people found the following review helpful.

Disappointing...

By S. Bates

This is more of a brain dump of the anime industry in the 90s with some Sailor Moon sprinkled in than a book giving any secrets about Sailor Moon. The chapter about Sailor Moon Crystal is just rumors with no sources. The IndieGoGo campaign promised at least 5 "interviews" with prominent figures in the Sailor Moon industry, but only includes a sentence or two from a couple Sailor Moon fans and someone from Cloverway. Very disappointing compared to what was promised and hyped.

0 of 0 people found the following review helpful.

Skip this, get Reflections instead.

By 4Eights

I really didn't care for Incredible Untold Story, it felt long winded and he seemed to really focus on a lot of non-Moon topics. There's a chapter dedicated to comparing SM to Harry Potter, another to SM and Star Wars, one talks about how Sailor Moon could have been a Disney princess. Chapter 9 goes into detail about how SM got on Toonami, it was really the only worthwhile chapter IMO.

On the other hand, I really enjoyed Sailor Moon Reflections written by the DiC director and voice of Melvin, Roland Parliament. It goes into detail about the casting process and behind the scenes stuff for the DiC dub. I know not everyone is a fan of the DiC dub, but I recommend it if you are. There's a chapter where the voice actresses (inners and Luna) talk about their experience doing the dub.

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