

Eight Giant Steps to Global Domination: A Personal Guide to Finding Your Niche, Conquering Your Market, and Taking Your Company to the Top

Content

Eight Giant Steps to Global Domination: A Personal Guide to Finding Your Niche, Conquering Your Market, and Taking Your Company to the Top by Kenn Viselman.

...

Kenn Viselman has been shaking up the licensing industry since 1995, when he boasted that his tiny startup, The itsy bitsy Entertainment Company, could go up against the likes of Disney and turn kids' entertainment into a merchandising bonanza.

Starting with the Teletubbies, itsy bitsy has grown into a veritable children's entertainment empire with a string of phenomenal successes to its credit, including its recent victory over Fox, Columbia, Universal, and Warner Bros. for the screen rights to the classic children's book character Eloise.

In this book, marketing visionary Kenn Viselman reveals the unique marketing strategies behind itsy bitsy's phenomenal growth, and provides powerful lessons for managers and executives in any industry.

Kenn Viselman (New York and Los Angeles) is founder and CEO of The itsy bitsy Entertainment Company. A maverick in the world of children's entertainment, he has made his mark working on some of the most successful children's brands in history including Thomas the Tank Engine, Teletubbies and Eloise.

Kenn Viselman has been shaking up the licensing industry since 1995, when he boasted that his tiny startup, The itsy bitsy Entertainment Company, could go up against the likes of Disney and turn kids' entertainment into a merchandising bonanza.

Starting with the Teletubbies, itsy bitsy has grown into a veritable children's entertainment empire with a string of phenomenal successes to its credit, including its recent victory over Fox, Columbia, Universal, and Warner Bros. for the screen rights to the classic children's book character Eloise.

In this book, marketing visionary Kenn Viselman reveals the unique marketing strategies behind itsy bitsy's phenomenal growth, and provides powerful lessons for managers and executives in any industry.

Kenn Viselman (New York and Los Angeles) is founder and CEO of The itsy bitsy Entertainment Company. A maverick in the world of children's entertainment, he has made his mark working on some of the most successful children's brands in history including Thomas the Tank Engine, Teletubbies and Eloise.

Kenn Viselman has been shaking up the licensing industry since 1995, when he boasted that his tiny startup, The itsy bitsy Entertainment Company, could go up against the likes of Disney and turn kids'

entertainment into a merchandising bonanza.

Starting with the Teletubbies, itsy bitsy has grown into a veritable children's entertainment empire with a string of phenomenal successes to its credit, including its recent victory over Fox, Columbia, Universal, and Warner Bros. for the screen rights to the classic children's book character Eloise.

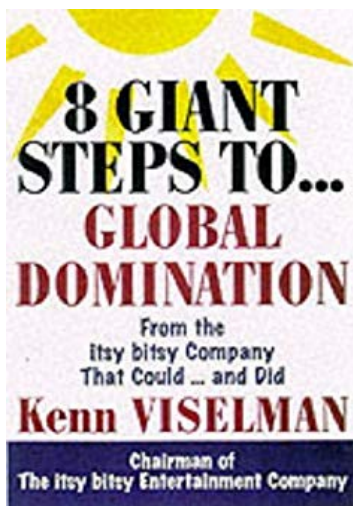
In this book, marketing visionary Kenn Viselman reveals the unique marketing strategies behind itsy bitsy's phenomenal growth, and provides powerful lessons for managers and executives in any industry.

Kenn Viselman (New York and Los Angeles) is founder and CEO of The itsy bitsy Entertainment Company. A maverick in the world of children's entertainment, he has made his mark working on some of the most successful children's brands in history including Thomas the Tank Engine, Teletubbies and Eloise.

Eight Giant Steps to Global Domination: A Personal Guide to Finding Your Niche, Conquering Your Market, and Taking Your Company to the Top

Download:

[**\[PDF\] Eight Giant Steps to Global Domination: A Personal Guide to Finding Your Niche, Conquering Your Market, and Taking Your Company to the Top.pdf \(494 KB\)**](#)



Similar kindle ebooks:

vidrio automotriz reparación servicio Inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] vidrio automotriz reparación servicio Inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

First Be Nimble: A Story About How to Adapt, Innovate and Perform in a Volatile Business World - By Graham Winter

[\[PDF\] First Be Nimble: A Story About How to Adapt, Innovate and Perform in a Volatile Business World.pdf](#)

Plan de negocios de muestra de servicio limpieza de conductos de aire (Spanish Edition) - By Kelly Lee

[\[PDF\] Plan de negocios de muestra de servicio limpieza de conductos de aire \(Spanish Edition\).pdf](#)

Aire cepillo tatuaje servicio Inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Aire cepillo tatuaje servicio Inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Jungian 16 Types Personality Test: Find Your 4 Letter Archetype to Guide Your Work, Relationships, & Success - By Richard N. Stephenson

[\[PDF\] Jungian 16 Types Personality Test: Find Your 4 Letter Archetype to Guide Your Work, Relationships, & Success.pdf](#)

Centro de residencia asistida para ancianos en marcha Plan de negocio muestra en español (Spanish Edition) - By Kelly Lee

[\[PDF\] Centro de residencia asistida para ancianos en marcha Plan de negocio muestra en español \(Spanish Edition\).pdf](#)

Fundido servicio de aislamiento de inicio muestra la plantilla del Plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Fundido servicio de aislamiento de inicio muestra la plantilla del Plan de negocio en español! \(Spanish Edition\).pdf](#)

Cama desayuno inicio plantilla de Plan de negocio Up muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Cama desayuno inicio plantilla de Plan de negocio Up muestra en español! \(Spanish Edition\).pdf](#)

Plantilla de Plan de negocio muestra de máquina expendedora de boxeo en español!

(Spanish Edition) - By Kelly Lee

[\[PDF\] Plantilla de Plan de negocio muestra de máquina expendedora de boxeo en español! \(Spanish Edition\).pdf](#)

Barman escuela Inicio plantilla de Plan de negocios hasta muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Barman escuela Inicio plantilla de Plan de negocios hasta muestra en español! \(Spanish Edition\).pdf](#)

Servicio de restauración automotriz inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Servicio de restauración automotriz inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Botella reciclaje Centro Start Up Plan de negocio muestra plantilla en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Botella reciclaje Centro Start Up Plan de negocio muestra plantilla en español! \(Spanish Edition\).pdf](#)

Casa Bouncie alquiler servicio Inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Casa Bouncie alquiler servicio Inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Culture Shock: A Handbook For 21st Century Business - By Will McInnes

[\[PDF\] Culture Shock: A Handbook For 21st Century Business.pdf](#)

Barco inicio de instalación de almacenamiento hasta la plantilla del Plan de negocio muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Barco inicio de instalación de almacenamiento hasta la plantilla del Plan de negocio muestra en español! \(Spanish Edition\).pdf](#)

Salvamento automotriz Junk Yard al inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Salvamento automotriz Junk Yard al inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Estación de Gas combustible de biodiesel marcha muestra el Plan de negocios en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Estación de Gas combustible de biodiesel marcha muestra el Plan de negocios en español! \(Spanish Edition\).pdf](#)

Micro-Fundraising - Raising up to \$20,000 with no Money and no Time - By Chad Lane
[\[PDF\] Micro-Fundraising - Raising up to \\$20,000 with no Money and no Time.pdf](#)

Inicio de taller Garage automático cuerpo muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee
[\[PDF\] Inicio de taller Garage automático cuerpo muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

The Online Trading Cookbook (Wiley Trading) - By Alpesh Patel
[\[PDF\] The Online Trading Cookbook \(Wiley Trading\).pdf](#)

Servicio de ambulancia emergencia inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee
[\[PDF\] Servicio de ambulancia emergencia inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Inicio de servicio de restauración antigua plantilla de plan de negocio muestra en español (Spanish Edition) - By Kelly Lee
[\[PDF\] Inicio de servicio de restauración antigua plantilla de plan de negocio muestra en español \(Spanish Edition\).pdf](#)

Herrero forja servicio Inicio muestra el plan de negocio en español! (Spanish Edition) - By Kelly Lee
[\[PDF\] Herrero forja servicio Inicio muestra el plan de negocio en español! \(Spanish Edition\).pdf](#)

Social Media GPS: A Practical Guide To Facebook, Twitter, YouTube, And LinkedIn For The Small Business Owner - By Olivia Myles
[\[PDF\] Social Media GPS: A Practical Guide To Facebook, Twitter, YouTube, And LinkedIn For The Small Business Owner.pdf](#)

Inicio de tienda de reparación automotriz plan de negocio muestra en español! (Spanish Edition) - By Kelly Lee
[\[PDF\] Inicio de tienda de reparación automotriz plan de negocio muestra en español! \(Spanish Edition\).pdf](#)

It's All About MKTG: Marketing Made VERY Easy - By Steven Myers
[\[PDF\] It's All About MKTG: Marketing Made VERY Easy.pdf](#)

How to Create Network Marketing Leads with Post Cards (Network Marketing/MLM Lead Generation Book 5) - By Dale Calvert
[\[PDF\] How to Create Network Marketing Leads with Post Cards \(Network Marketing/MLM Lead Generation Book 5\).pdf](#)

Inicio tienda de caza de tiro con arco plantilla de Plan de negocio muestra en español (Spanish Edition) - By Kelly Lee

[\[PDF\] Inicio tienda de caza de tiro con arco plantilla de Plan de negocio muestra en español \(Spanish Edition\).pdf](#)

Peluquero plantilla de Plan de negocios de Start Up muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Peluquero plantilla de Plan de negocios de Start Up muestra en español! \(Spanish Edition\).pdf](#)

Jaulas de bateo del béisbol arranca de la plantilla de Plan de negocio muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Jaulas de bateo del béisbol arranca de la plantilla de Plan de negocio muestra en español! \(Spanish Edition\).pdf](#)

Bowling Alley Inicio plantilla de Plan de negocio muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Bowling Alley Inicio plantilla de Plan de negocio muestra en español! \(Spanish Edition\).pdf](#)

Our ebay Family Marketing System - By Dallas Short

[\[PDF\] Our ebay Family Marketing System.pdf](#)

Panadería Pastelería inicio hasta la plantilla del Plan de negocio muestra en español! (Spanish Edition) - By Kelly Lee

[\[PDF\] Panadería Pastelería inicio hasta la plantilla del Plan de negocio muestra en español! \(Spanish Edition\).pdf](#)

Project Management Basics - By Matthew Smith

[\[PDF\] Project Management Basics.pdf](#)

How to Make \$1000 a Month or More by Writing Short Articles and Content and Leveraging Other Writers - By Rocky Cole

[\[PDF\] How to Make \\$1000 a Month or More by Writing Short Articles and Content and Leveraging Other Writers.pdf](#)