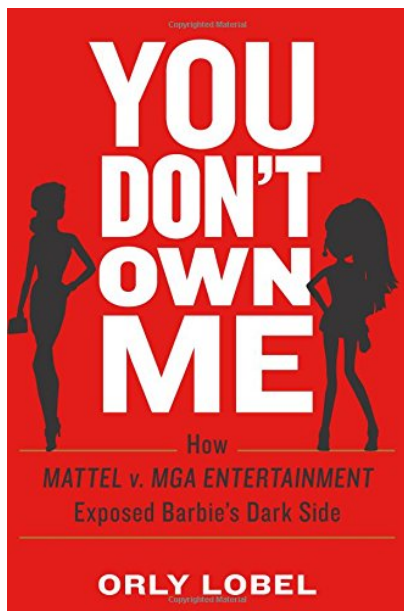


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by Orly Lobel : **You Don't Own Me: How Mattel v. MGA Entertainment Exposed Barbie's Dark Side**

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Description :

PDF-1058e | The battle between Mattel, the makers of the iconic Barbie doll, and MGA, the company that created the Bratz dolls, was not just a war over best-selling toys, but a war over who owns ideas. When Carter Bryant began designing what would become the billion-dollar line of Bratz dolls, he was taking time off from his job at Mattel, where he designed outfits for Barbie. Later, back at Mattel, he sold hi... *You Don't Own Me: How Mattel v. MGA Entertainment Exposed Barbie's Dark Side*

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