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**IT WASN'T JUST WALT:
THE DISNEY BROTHERS IN A COMICS BIO**

It is an amazing story. Walt had a vision for cartooning. After creating Mickey Mouse, he had a vision for feature length animated movies. It was a time-consuming long-term investment gamble involving a great deal of labor, especially with how uncompromising his vision was for pushing the boundaries of quality, upping the ante in this nascent form. He made it happen and feature-length animated movies became a thing.

He then had a vision for a park around the Disney characters. Nothing had ever been done like it. Together with perennially third-ranking and hungry ABC, he made it happen and amusement parks became a thing. Not to mention that ABC became part of the growing empire eventually.

But all this didn't happen without major hiccups and threats to their existence. After a few bankruptcies, he got his brother Roy involved.

Not much is said of Roy, the behind-the-scenes man who implemented the vision and made the dream actually work. This bio shows how he too was instrumental in the success of what is now the greatest entertainment empire in the world.

But, of course, this isn't a fairy tale. There are gritty unpleasant elements to the story and this bio does not shy away from presenting them. Mistreatment of artists, denouncing some at the McCarthy hearings, a shady alliance with the Hitler regime...

Welcome to the next biography in the extensive collection NBM now has of artists like Monet to scientists like Einstein, to philosophers like Thoreau and Sartre. *THE DISNEY BROS., The Fabulous Story of Walt and Roy* uses a cartoon style to present this fascinating account in keeping with the cartoon empire they created.

The authors are European. Alex Nikolavitch, the writer and biographer, is available for select interviews. Please be in touch with our publicist Stefan Blitz to make arrangements: publicity@nbmpub.com.

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