Serious Business: The Art And Commerce Of Animation In America From Betty Boop To Toy Story

Stefan Kanfer

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**Description:** An intimate and astonishing illustrated history of American animation, its legends, and its legacy. Acclaimed critic and historian Stefan Kanfer follows the ascent of America's most beloved and successful original art form from vaudeville sideshow to global industry, in the process holding up a mirror to the passing parade of cartoons, a mirror in which their captured reflections leave an indelible record of the changing nature of American tastes, values, and dreams.

**Mark Kausler reviews Serious Business:** The Art and Commerce of Animation in America From Betty Boop to Toy Story, and has some serious problems. By Mark Kausler | Tuesday, July 1, 1997 at 12:00am. In Reviews | ANIMATIONWorld. Oh! My achin' eyeballs! The title Serious Business led me to believe the book might cover the business side of animation, history reflected through numbers, and include profit and loss statements, salary highs and lows for animators and other creative workers, and reports on profit participation by producers. I'd love to know if Leon Schlesinger or Fred Quimby got any kickbacks or percentages of their operating budgets, and how much!
Certainly the optical toys generally credited with having led up to the invention of the cinématographe, were more often dependent upon drawings than photographs. Emile Reynaud’s Praxinoscope projected a moving strip of images onto a screen for a paying audience in 1892, three years before the Lumière première; his strips were hand-drawn, did not repeat in cycles as the zoetrope bands did, and lasted for several minutes each. Photographed onto modern film stock, they can still be shown as animated cartoons. Serious Business: The Art And Commerce Of Animation In America From Betty Boop To Toy Story Paperback May 2, 2000. by. Stefan Kanfer (Author). This item:Serious Business: The Art And Commerce Of Animation In America From Betty Boop To Toy Story by Stefan Kanfer Paperback $17.50. In Stock. Ships from and sold by Amazon.com. Betty Boop was on the cover but nowhere in the index! So now I am reading it to see if I wasted my money. Read more. Serious Business : The Art And Commerce Of Animation In America From Betty Boop To Toy Story. 3.66 (27 ratings by Goodreads). Paperback. Serious Business is itself a classic of animation, bringing to life an art and an industry whose creations have now worked their way into every corner of American life. show more. Product details. Format Paperback | 264 pages.