

Contents

<i>List of Figures</i>	<i>page</i> xi
<i>Acknowledgements</i>	xiii
<i>List of Abbreviations</i>	xv
<b>Introduction</b>	1
Preview of Book Chapters	6
<b>1 Commercialisation and the Innocent Child</b>	11
1.1 A Passion for Children’s Literature	12
1.2 Taking Photographs	15
1.3 The Nom de Plume: Lewis Carroll	18
1.4 Commercialising <i>Alice</i>	20
1.5 Reaching the Audience	23
1.6 Performing <i>Alice</i>	25
1.7 Authorised Curiosities and Collectibles	29
1.8 Alice in the Land of Toys	32
<b>2 Books, Toy Books and the Artfulness of Consumption</b>	38
2.1 Potter’s Social Realism	39
2.2 Christmas Wishes	42
2.3 Books as Toys	46
2.4 Legal Technicalities	51
2.5 American Pirates	56
2.6 Imitations	60
2.7 British Quality	62
2.8 An Industrial Author	64
2.9 The Family as a Market	68

<b>3</b>	<b>Instructions for a Successful Boy</b>	<b>70</b>
3.1	Properties in Play	72
3.2	Selling Education	79
3.3	The Logic of the Accessory	84
3.4	The Meccano Boy	86
3.5	Instructional Models	88
3.6	Building a Movement	93
3.7	Outdated	102
<b>4</b>	<b>Animated Properties</b>	<b>104</b>
4.1	Cinema and Animation	107
4.2	What Is Felix?	110
4.3	Felix Stretched in All Directions	117
4.4	The Origins of Mickey Mouse	125
4.5	Intellectual Property Limits	126
4.6	Protocols of Consumption	135
4.7	The Disney Family	140
<b>5</b>	<b>Licensing Gone Wrong</b>	<b>143</b>
5.1	Children in Need	144
5.2	The Disney Touch	156
5.3	Falling Out	168
5.4	Missed Opportunities	175
5.5	Consumed	181
5.6	Extended Rights	186
<b>6</b>	<b>The Rise of Merchandising Agencies</b>	<b>189</b>
6.1	After Disney	190
6.2	Snowballing as a Technique	195
6.3	Commercial Television	201
6.4	Cowboys and Contracts	206
6.5	The Making of an Independent Portfolio	215
6.6	The Demise of an Agency	227
6.7	Copyright Promotions Ltd	231
<b>7</b>	<b>Troubles at the British Broadcasting Corporation</b>	<b>237</b>
7.1	Children's Programming	238
7.2	Broadcasting Uncles	241
7.3	Fields of Activity	244
7.4	From Promotion to Sales	254

<i>Contents</i>	ix
7.5 Television Enterprises	262
7.6 Licensing as a Yardstick	272
<b>Conclusion: Unsuitable for Children</b>	281
Negotiating Alice at the BBC	283
An ‘X-Rated’ Alice in Wonderland	285
Negotiating Intellectual Property	287
<i>Index</i>	293