



The Incredible Untold Story of Sailor Moon

Theodore Jefferson

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The Incredible Untold Story of Sailor Moon is the definitive history of the world-famous television series and manga in the United States. Journalist, author and former DIC Entertainment marketing consultant Theodore Jefferson brings together entertainment executives, national correspondents and bestselling authors, including three-time Emmy® Award winning former DIC Entertainment Chairman and CEO Andy Heyward, and Irwin Toy CEO George Irwin to paint a unique one-of-a-kind picture of what may be the most influential animated television series in the last 20 years.

Fans will learn how Sailor Moon set a new market for comics, games and animation in motion in the early 1990s, how the show helped bring girls and women into what was once a male-only world, and how companies from Marvel to Disney to Blizzard built multi-billion dollar empires that might never have been possible without the show's influence.

By 2012, the worldwide anime licensing market exceeded \$50 billion. By 2014, comics ruled the box office. Girl heroes are everywhere now. And it all started during the first English-language broadcasts of Sailor Moon on U.S. and Canadian television.

Sailor Moon changed the world. This book will explain how and why.

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