





It was early 1991 and Michael Eisner Chariman and CEO of Walt Disney was sitting down with Frank Wells, president and chief operating officer. These men were still basking in the glow generated by another record revenueand profit-breaking year in Disney's history.

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WALD DISNEY'S COMPANY Walt Elias Disney was born in 1901. Raised on a farm, he early developed an interested in art and drawing, and his ambition was to be a cartoonist After a series of early setback, Disney had success with a character called Oswald the Rabbit, The carefully drawn cartoons were very popular with movie audiences and provided Disney with the movie, he needed to expand his operations and to hire additional artists and animator.

With the experience gained from Oswald the Rabbit, Disney set about finding a new character to hang his fortunes to. He created Mickey Mouse which was immensely popular and their success provided Walt Disney with the resources to expand his repertoire of characters so they created cast of characters: Donald Duck, Goofy, and the Three Little Pigs, a cartoon for which Disney won an Oscar.











