



## Magazine B - Star Wars

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This month, we introduce Star Wars as a brand. The six Star Wars episodes released to date have formed not only the greatest fandom in the world, but they have also become an unprecedented cultural phenomenon, allowing the franchise to establish itself as a globally influential brand. Star Wars wasn't created out of an initiative to launch a commercial brand. From the perspective of branding, however, there is a lot to appreciate about how George Lucas' emphasis on fan relations cultivated the Star Wars brand, and how Disney continues that enthusiasm. While the confrontation between the Rebel Alliance and the Empire might seem cliché, Star Wars enjoys unending love from fans because it has universally appealing characters and stories. Even the villain Darth Vader inspires compassion. Looking into Star Wars as a brand, I was able to think about why my "good" values could end up being regarded as "evil" by others. If we could just switch places for a second and try to look at "the evil" as "the good," our confliction will lead to conversations that help us understand each other and come to a peaceful conclusion. It will allow us to break away from the stereotypes we hold and develop creative thoughts.

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### **From reader reviews:**

#### **Michael Mazzariello:**

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity with regard to spend your time. Any person spent their own spare time to take a stroll, shopping, or went to the actual Mall. How about open or even read a book called Magazine B - Star Wars? Maybe it is to be best activity for you. You realize beside you can spend your time using your favorite's book, you can wiser than before. Do you agree with their opinion or you have other opinion?

#### **Alysa Appel:**

People live in this new time of lifestyle always make an effort to and must have the extra time or they will get wide range of stress from both way of life and work. So , if we ask do people have spare time, we will say absolutely without a doubt. People is human not really a robot. Then we request again, what kind of activity are you experiencing when the spare time coming to a person of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative in spending your spare time, the actual book you have read is Magazine B - Star Wars.

#### **Michelle Quinn:**

Playing with family in a very park, coming to see the sea world or hanging out with buddies is thing that usually you have done when you have spare time, after that why you don't try factor that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Magazine B - Star Wars, you are able to enjoy both. It is great combination right, you still need to miss it? What kind of hang type is it? Oh seriously its mind hangout folks. What? Still don't have it, oh come on its called reading friends.

#### **Janet Baltimore:**

In this era globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher this print many kinds of book. Often the book that recommended to you personally is Magazine B - Star Wars this guide consist a lot of the information in the condition of this world now. This specific book was represented so why is the world has grown up. The terminology styles that writer use to explain it is easy to understand. Often the writer made some analysis when he makes this book. Here is why this book suited all of you.

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