



Star Wars - From Concept to Screen to Collectible

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The three films of the *Star Wars* saga—*Star Wars*, *The Empire Strikes Back*, and *The Return of the Jedi*—rank among the most popular of the modern era, with ticket and merchandise sales in excess of three billion dollars. Today, collecting *Star Wars* memorabilia has become one of the hottest hobbies around. The first illustrated *Star Wars* book to feature the multitude of merchandising spin-offs generated by the film and the only one that traces the transformation of the movie's fabulous characters, creatures, and vehicles from original concepts and prototypes into toys, clothing, and dozens of other objects, this spectacular volume is a veritable *Star Wars* fan's bible. A complete overview of a modern marketing extravaganza, featuring more than 150 full-color images of collectible items, the book takes readers behind the scenes and includes many never-before-published sketches and photographs from the Lucasfilm and Kenner toy archives. A lively text featuring recent interviews with George Lucas, among others connected with the film, completes this intriguing and fascinating glimpse into one of popular culture's most engaging phenomena.

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