Serious Business: The Art and Commerce of Animation in America From Betty Boop To Toy Story

Stefan Kanfer
Though its dust jacket claims that the story of animation is the story of America itself, anyone plumbing Serious Business: The Art and Commerce of Animation in America from Betty Boop to Toy Story for clues to our national psyche might as well learn to tie knots by reading The Story of O. Thankfully, Stefan Kanfer knows that cartoons are much more than. And though the narrative peters out toward the end, cramming The Simpsons, Ren & Stimpy, and Toy Story into one chapter, providing a better idea of where animation’s been than where it’s headed, the book’s quick pace and juicy anecdotes provide a fascinating look at a largely neglected part of Hollywood history.