Lucky's Collectors Guide

To 20th Century

yo-yos

History and Values

By Lucky J. Meisenheimer, M.D.

Luckys Collectors Guide To 20th Century Yoyos

Emanuel Rosen

Luckys Collectors Guide To 20th Century Yoyos:

Lucky's Collectors Guide to 20th Century Yo-Yos Lucky J. Meisenheimer, 1998-10-01 **Dictionary of Toys and** Games in American Popular Culture Frank Hoffmann, Frederick J. Augustyn, Jr, Martin J. Manning, 2013-10-08 Keep the information you need on playthings and pop culture at your fingertips The Dictionary of Toys and Games in American Popular Culture is an A to Z reference guide to the playthings that amused us as children and fascinate us as adults This enlightening and entertaining resource complete with cross references provides easy access to concise but detailed descriptions that place toys and board games in their social and cultural contexts From action figures to yo yos the book is your tour guide through the museum of sought after collectibles and forgotten treasures that mirror the fads and fashions that helped define pop culture in the United States The Dictionary of Toys and Games in American Popular Culture is a historical yet current reflection of society s ever changing attitudes toward childhood and its cultural touchstones The book is filled with physical descriptions of each entry including size color and material composition and the age group most often associated with the item It also includes biographical sketches of inventors manufacturers and distributors a virtual Who s Who of the American toy industry including Milton Bradley Walt Disney and Jim Henson With a brief glimpse through its pages or a lengthy look from cover to cover you ll discover or re discover real hero action figures toys with commercial tie ins fast food promotional giveaways penny prize package toys and advertising icons and characters in addition to beloved toys and board games like Etch a Sketch Lincoln Logs Colorforms Yahtzee and Burp Gun the first toy advertised on nationwide television The Dictionary of Toys and Games in American Popular Culture presents easy to access and easy to read descriptions of such toys as Barbie bendies and Beanie Babies Monopoly Mr Machine and Mr Potato Head Pez Plah Doh and Pound Puppies Scrabble Silly Putty and Slinky Tiddly Winks Tinker Toys and Twister and looks at the people behind the scenes of the biggest names in toys including LEGO Ole Kirk Christiansen Fisher Price Homer G Fisher Mattel Ruth and Elliott Handler Hasbro Alan Merrill and Stephen Hassenfeld Toys R Us Charles Lazarus Parker Brothers Edward and George Parker F A O Schwartz Frederick Schwartz Kenner Albert Steiner Tonka Russell L Wenkstern The Dictionary of Toys and Games in American Popular Culture also includes an index and a selected bibliography to meet your casual or professional research needs Faster and more entertaining than searching through a vast assortment of Web sites for information the book is a vital resource for librarians toy collectors and appraisers popular culture enthusiasts and anyone with an interest in toys past and present Toys and American Culture Sharon M. Scott, 2009-12-09 Tracing developments in toy making and marketing across the evolving landscape of the 20th century this encyclopedia is a comprehensive reference guide to America's most popular playthings and the culture to which they belong From the origins of favorite playthings to their associations with events and activities the study of a nation s toys reveals the hopes goals values and priorities of its people Toys have influenced the science art and religion of the United States and have contributed to the development of business politics and medicine Toys and

American Culture An Encyclopedia documents America's shifting cultural values as they are embedded within and transmitted by the nation's favorite playthings Alphabetically arranged entries trace developments in toy making and toy marketing across the evolving landscape of 20th century America In addition to discussing the history of America's most influential toys the book contains specific entries on the individuals organizations companies and publications that gave shape to America's culture of play from 1900 to 2000 Toys from the two decades that frame the 20th century are also included as bridges to the fascinating past and the inspiring future of American toys The Anatomy of Buzz Emanuel Rosen, 2002-05-14 A groundbreaking guide to creating the word of mouth magic that cuts through the skepticism and information overload of today s consumers and drives sales and profits to new heights What turns a sleeper into a box office bonanza or catapults a just released book to the top of bestseller lists How do people decide which car to buy which fashions fit the image they seek and even which movie to see Despite the daily assault of advertising and other traditional marketing strategies statistics show that consumers are overwhelmingly persuaded by word of mouth the recommendations of friends and the buzz that develops in the marketplace As Newsweek recently proclaimed Buzz greases the great conveyor belt of culture and commerce moving everything from movies to fashions of the body and mind faster and faster In The Anatomy of Buzz former marketing VP Emanuel Rosen pinpoints the products and services that benefit the most from buzz a universe that embraces everything from high tech equipment to books various consumer and entertainment products to legal and other support services and offers specific strategies for creating and sustaining effective word of mouth campaigns Drawing from interviews with more than 150 executives marketing leaders and researchers who have successfully built buzz for major brands Rosen describes the ins and outs of attracting the attention of influential first users and big mouth movers and shakers He also discusses proven techniques for stimulating customer to customer selling including how companies can spread the word to new territories by taking advantage of customer hubs and networks on the Internet and elsewhere Recent surveys show that 58 percent of young people rely to some extent on others when selecting a car 53 percent of moviegoers follow the recommendations of friends and 65 percent of the people who bought a Palm organizer were inspired by the enthusiasm of others With The Anatomy of Buzz business leaders have what they need to start the buzz and reignite excitement about a product or service stalled in a holding pattern or launch a new product into the stratosphere

Schroeder's Collectible Toys Antique to Modern Price Guide Sharon Huxford, Bob Huxford, 2001-09-15

Identification values of over 20 000 collectible toys Warman's Americana & Collectibles Ellen T. Schroy, 2001-10 More than 25 000 updated prices 240 popular categories collectibles from 1930s to today expert collecting advice histories references Cover Schroeder's Collectible Toys Antique to Modern Price Guide Collector Books, Sharon Huxford, 2000-09

Of the many toy books on the market today only one tackles the enor mous and varied field head on Schroeder's Collectible Toys Antique to Modern This book has been highly acclaimed and enthusiastically accepted by toy collectors and dealers all

over the country Backing the editors is a fantastic team of researchers and advisors who carefully check every line for up to the minute accuracy Though primarily a price guide the book also contains coded dealer listings devised to help the reader track down and purchase those hard to find items

Books In Print 2004-2005 Ed Bowker Staff, Staff Bowker, Ed, 2004

Subject Guide to Books in Print, 2001 The New York Times Guide to the Arts of the 20th Century: 1900-1929, 2002 Reviews news articles interviews and essays capturing 100 years of art architecture literature music dance theater film and Schroeder's Collectible Toys Antique to Modern Price Guide Schroeder, 1998-08 Identification and values television of over 20 000 collectible toys Canfield Guide to Classical Recordings ,1991 Schroeder's Collectible Toys Collector Books, Sharon Huxford, 1995 Toys are the happening collectible for the 90s To meet the market explosion this monumental value guide devoted entirely to toys has been created Providing identification and values for more than 20 000 collectible toys of all kinds this easy to use book puts buyers in touch with sellers magazines clubs and newsletters that cover specific fields of collector interest Kliatt Young Adult Paperback Book Guide, 1988 Vick's Magazine ,1906 York Magazine, 1982-12-27 New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country With award winning writing and photography covering everything from politics and food to theater and fashion the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself while celebrating New York as both a place and an **Parents** ,2000 Video Source Book ,2006 A guide to programs currently available Piano & Keyboard ,1999 idea on video in the areas of movies entertainment general interest education sports recreation fine arts health science business Bowker's Complete Video Directory, 1999, 1999 industry children juvenile how to instruction

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