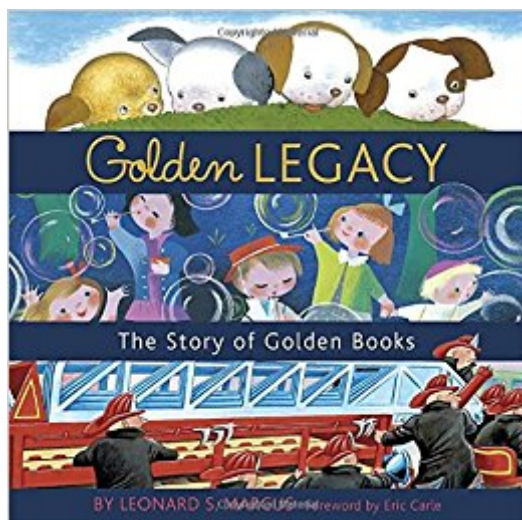


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Golden Legacy: The Story Of Golden Books (Deluxe Golden Book)



Synopsis

Back in print, the fascinating history of Little Golden Books, in celebration of their 75th anniversary in 2017! With a Foreword by Eric Carle. Eminent children's historian Leonard Marcus' Golden Legacy chronicles the fascinating story of the creation, marketing, and worldwide impact of Little Golden Books, the most popular children's books of all time. Launched during the dark days of WWII, Golden Books such as The Poky Little Puppy were an instant sensation. Hallmarked by their superlative quality yet affordable to nearly all, they changed the cultural landscape and mirrored our changing postwar culture: the powerful influence of television, the post-Sputnik renaissance in American science education, and the birth of the civil rights movement. Lavishly illustrated with the iconic Golden Book covers and colorful artwork generations of children have pored over, Golden Legacy is a compelling tale of mavericks, innovators, and renowned authors and illustrators. . . a stirring celebration of the humble books in which we scrawled our names, with the cardboard cover and the shiny gold-foil spine.

Book Information

Series: Deluxe Golden Book

Hardcover: 256 pages

Publisher: Golden Books; 1st edition (February 14, 2017)

Language: English

ISBN-10: 0375829962

ISBN-13: 978-0375829963

Product Dimensions: 10.2 x 0.9 x 10.1 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 39 customer reviews

Best Sellers Rank: #448,320 in Books (See Top 100 in Books) #14 in Books > Children's Books > Activities, Crafts & Games > Crafts & Hobbies > Antiques & Collectibles #722 in Books > Biographies & Memoirs > Professionals & Academics > Journalists #1264 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books

Age Range: 3 - 7 years

Grade Level: Preschool - 2

Customer Reviews

Review, The New York Times Book Review, November 11, 2007:"The book includes a wonderful selection of archival photos and artwork that convey the depth and breadth of the creative talent

working there in those early years."Starred Review, School Library Journal, December 2007:"This winning combination of nostalgia and clear-eyed, meticulously researched history breaks new ground, and should have broad appeal."

LEONARD MARCUS is one of the world's most respected historians of children's books and the people who create them. His own award-winning books include *Margaret Wise Brown: Awakened by the Moon* and *Dear Genius: The Letters of Ursula Nordstrom*. A frequent contributor to the *New York Times Book Review* and *Horn Book Magazine*, Marcus has been featured on NPR's *All Things Considered*, ABC's *Good Morning America*, and BBC Radio 4. He is a founding trustee of the Eric Carle Museum of Picture Book Art and is the curator of landmark exhibitions at the New York Public Library and elsewhere. He teaches at New York University and the School of Visual Arts, and lectures about his work throughout the world. Marcus holds degrees in history from Yale, and poetry from the University of Iowa Graduate Writers Workshop. Visit him at leonardmarcus.com.

I heard about this book on NPR and ordered it for my wife as a surprise. We are in our sixties and she is a retired Elementary School Librarian. She was totally thrilled! She has spent a couple of hours looking and reading parts of it. Brings back great memories. Also, shared it with our 7 and 5 year old grandchildren and they loved it too! This will be shared with all of our grandchildren and who knows maybe some day they will share it with their own!

This is a wonderful history of this publishing company, thorough with great illustrations. It brought back many memories of the books I used to thumb through and read to myself and, later, to my children. I highly recommend this.
Peter L. Belmonte
Days of Perfect Hell: The U.S. 26th Infantry Regiment in the Meuse-Argonne Offensive, October-November 1918
Calabrian-Americans in the US Military During World War I: Cosenza-Area Immigrants: Marano Marchesato and Marano Principato (Calabrian Americans in World War I) (Volume 1)
Italian Americans in World War II (IL) (Voices of America)

This book was a true delight. Tons of backstories on the authors and beautiful art work. I read it cover to cover and came away with a new appreciation for this genre. I started purchasing the classics when I found them and have gotten quite a collection. I was already a fan of the books but after reading this it made me love them that much more and one other thing I can honestly say that they don't make them like this anymore !!

Well-researched, well-written and lavishly illustrated. I love Little Golden books and will refer to this often.

I had many, many Golden books as a child and this book brought back a wealth of delightful memories. Very interesting story about how Golden books came to be, plus there is a great selection of trivia, excerpts and pictures from titles over the years. This is a wonderful book to browse or read thoroughly page by page. And the nostalgic feelings it generates in Golden book readers through the years is priceless.

Beautiful book! Golden Books have always been an important part of my life...I am a Baby Boomer!!

I'm from Racine, WI and Western Printing/Whitman Publishing is part of my family. My mom, uncle, and aunt worked there at different times and in different parts of the company. How I miss the "Boat House" where the public could go to purchase over-run or seconds. We still have many of the books published and printed as Golden. Thank you for writing this one.

An excellent history and review of one of the best series of products ever published for young children. My family grew up with these books. This lovely volume has given me a new appreciation for them and answers many questions about their development and all the talented people involved in their creation. The books were just a part of our lives when we were a young family, and I think we took them for granted. As I am now a great grandmother, I appreciate the books even more as I realize what a truly great product they were for young children. It was indeed the "Golden" age of affordable and readily available high quality content picture books for children.

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