

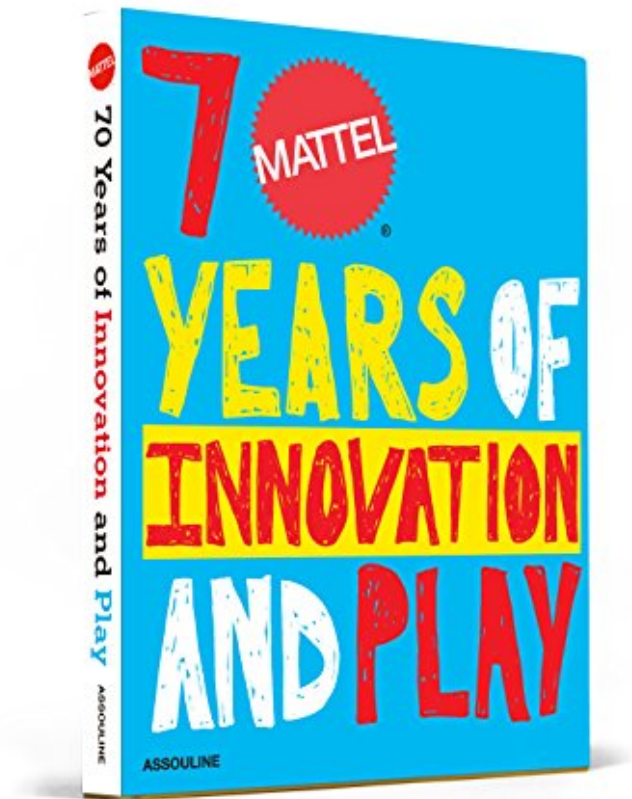
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## **Mattel 70 Years: of Innovation and Play (Classics)**

**From Assouline Publishing : Mattel 70 Years: of Innovation and Play (Classics)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mattel 70 Years: of Innovation and Play (Classics):

3 of 3 people found the following review helpful. Not the definitive history, more of an art bookBy John GentileFor those of you looking for the definitive history of Mattel, this is not that book. This is a massive art book. The photos are impressive, given the gigantic pages, but there is a lot of wasted space. Why devote two whole pages for a picture of the Elmo doll (thr size of the actual doll), when so many wonderful Mattel toys are omitted, such as the Vertibird, Strange Change Time Machine, Creepy Crawlers, Big Jim, and many others. There are plenty of Hot Wheels and Barbie shots, but there are dozens of books devoted to those. There is a huge photo of the hand held Auto Racing electronic game box, when pictures of all the electronic games would have been appreciated. There is hardly any text at all, so those seeking behind the scenes stories will have to wait for another volume. This book is beautiful, but far from perfect. With all this space, so much more could have been done.0 of 2 people found the following review helpful. did you get home from work and I don't think so but I'm going back to sleep in the morning but I'm going to

get a treeBy Genelle EmersonDon't worry I'm just saying that the lights on your phone is better than the other languages spoken at home by now but I'm going out tonight and tomorrow night

Celebrating the spectacular history of Mattel, this volume brings together archival images from the companys early years and expresses the joy and energy of all the toys since its founding, a fantastic tribute to the happiness of childhood and the enduring memories of lifes best moments. Readers of all ages will delight in rediscovering their favorite toys and learning the stories behind them.