

[Download free ebook] File size: 79.Mb

Instant: The Story of Polaroid



INSTANT THE STORY OF POLAROID

Christopher Bonanos

*Par Christopher Bonanos
ebooks | Download PDF | *ePub |
DOC | audiobook*

Dtails sur le produit Rang parmi les ventes : #432089 dans eBooksPubli le: 2012-08-10Sorti le: 2012-08-10Format: Ebook Kindle

[Download free ebook] Instant: The Story of Polaroid

Par Christopher Bonanos : Instant: The Story of Polaroid before purchasing it in order to gage whether or not it would be worth my time, and all praised Instant: The Story of Polaroid:

Download

Read Online

Description :

Prsentation de l'diteur "Pictures in a minute!" In the 1950s, '60s, and '70s, Polaroid was the hottest technology company on Earth. They were an innovation machine that cranked out one irresistible product after another. It was even the company after which Steve Jobs is said to have modeled Apple, and the comparison is true. Jobs's hero, Edwin Land, Polaroid's visionary founder, turned his 1937 garage startup into a billion-dollar pop-culture phenomenon. Instant: The Story of Polaroid, a richly illustrated, behind-the-scenes look at the company, tells the tale of Land's extraordinary and beloved invention. From the introduction of Polaroid's first instant camera in 1948 to its meteoric rise and dramatic collapse into bankruptcy in the 2000s, Instant is both a cautionary tale about tech companies that lose their edge and a remarkable story of American ingenuity. Written in a breezy, accessible tone by New York magazine senior editor Chris Bonanos, this first

book-length history of Polaroid also features colorful illustrations from Polaroid's history, including the company's iconic branding and marketing efforts. Presentation de l'auteur "Pictures in a minute!" In the 1950s, '60s, and '70s, Polaroid was the hottest technology company on Earth. They were an innovation machine that cranked out one irresistible product after another. It was even the company after which Steve Jobs is said to have modeled Apple, and the comparison is true. Jobs's hero, Edwin Land, Polaroid's visionary founder, turned his 1937 garage startup into a billion-dollar pop-culture phenomenon. Instant: The Story of Polaroid, a richly illustrated, behind-the-scenes look at the company, tells the tale of Land's extraordinary and beloved invention. From the introduction of Polaroid's first instant camera in 1948 to its meteoric rise and dramatic collapse into bankruptcy in the 2000s, Instant is both a cautionary tale about tech companies that lose their edge and a remarkable story of American ingenuity. Written in a breezy, accessible tone by New York magazine senior editor Chris Bonanos, this first book-length history of Polaroid also features colorful illustrations from Polaroid's history, including the company's iconic branding and marketing efforts. Biographie de l'auteur Christopher Bonanos is a senior editor at New York magazine, where he manages much of the magazine's culture coverage, especially theatre. He's also written for The New York Times Magazine and Slate, and is the author of Gods, Heroes, and Philosophers: A Celebration of All Things Greek (Kensington Press, 2005).