

[PDF] The Great American Cereal Book: How Breakfast Got Its Crunch

Martin Gitlin, Topher Ellis - pdf download free book



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Description:

From the Author

My passion for cereal inspired me to launch this project, but you don't have to be a cereal lover to enjoy The Great American Cereal Book. I was thrilled to find a publisher that shared my vision.

Cereal is fun. Eating cereal is fun. Reading cereal boxes is fun. Cereal spokescharacters are fun. Not

too many morose thoughts run through one's mind when Sonny the Cuckoo Bird is proclaiming, "I'm Cuckoo for Cocoa Puffs!" I tried to express that sense of fun on every page and Harry Abrams followed suit. The 350 images of cereal boxes, ads and memorabilia that pepper the pages of this book make it colorful and, of course, fun.

But if not for co-author Topher Ellis and heaps of information provided by the cereal companies, this book would never have become a reality. Thanks to everyone!

And to everyone out there ... enjoy!

Marty

About the Author

Marty Gitlin is a freelance writer and the author of more than 40 books. He has won many awards for his writing, including first place for General Excellence in Journalism from the Associated Press. Gitlin lives with his wife and three children in Cleveland, Ohio. **Topher Ellis** is a cereal expert and editor of the cereal newsletter the *Boxtop*, the longest continuously running publication dedicated to breakfast cereal. He lives in Matthews, North Carolina.

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