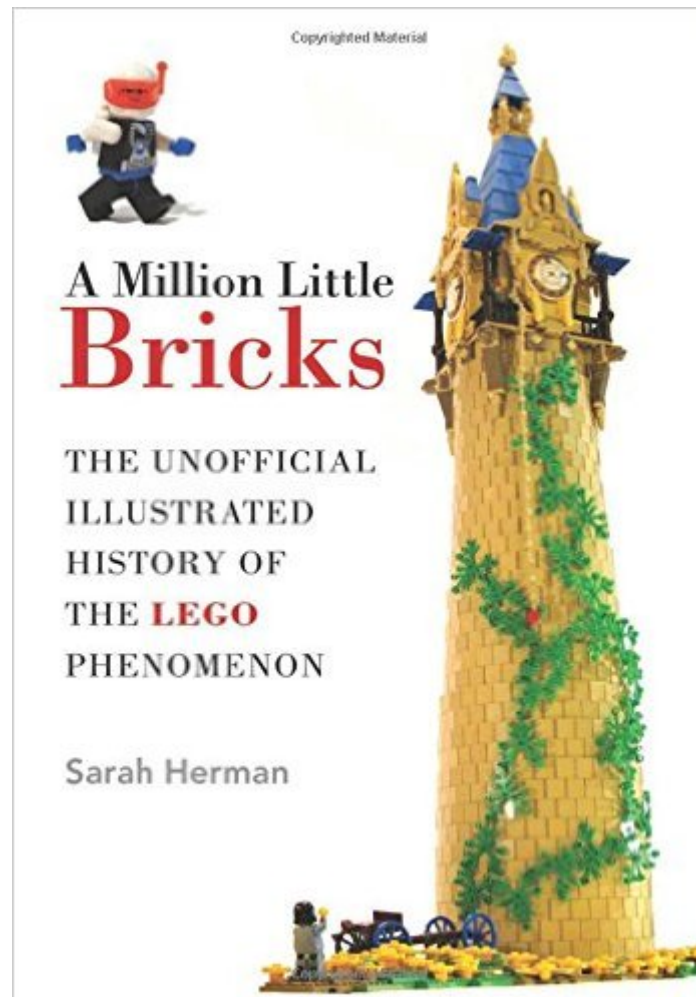


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# A Million Little Bricks: The Unofficial Illustrated History Of The LEGO Phenomenon



## Synopsis

Toy of the Year, Toy of the Century, Greatest Toy of All Time . . . there aren't many titles that haven't been bestowed on LEGO toys, and it's not hard to see why. From its inception in the early 1930s right up until today, the LEGO Group's history is as colorful as the toys it makes. Few other playthings share the LEGO brand's creative spirit, educative benefits, resilience, quality, and universal appeal. The LEGO name is now synonymous with playtime, but it wasn't always so. This history charts the birth of the LEGO Group in the workshop of a Danish carpenter and its steady growth as a small, family-run toy manufacturer to its current position as a market-leading, award-winning brand. The company's ever-increasing catalog of products—including the earliest wooden toys, plastic bricks, play themes, and other building systems such as DUPLO, Technic, and MINDSTORMS—are chronicled in detail, alongside the manufacturing process, LEGOLAND parks, licensed toys, and computer games. Learn all about how LEGO pulled itself out of an economic crisis and embraced technology to make building blocks relevant to twenty-first-century children and discover the vibrant fan community of kids and adults whose conventions, websites, and artwork keep the LEGO spirit alive. As nostalgic as it is contemporary, *A Million Little Bricks* will have you reminiscing about old Classic Space sets, rummaging through the attic for forgotten Minifigure friends, and playing with whatever LEGO bricks you can get your hands on (even if it means sharing with your kids).

## Book Information

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## Customer Reviews

The book is a little deep for my nine year old grandson, but not his 50 year old father, who will undoubtedly ignore work for day to find out why the Lego is such an object of fascination. The book abounds in little-known (at times justly) facts, pictures of early Lego creations, and doses of Lego philosophy . . . as hard as such a thing is to imagine. While its style sometimes staggers into pedestrian ways (childlike wonder would be more appropriate), Ms. Herman does a workman-like job of addressing the subject, leaving it to the reader to find the smiles.

I bought two copies of this book,---one for my son (29), one for my daughter (24)for Christmas. They both loved it. Stopped to read it as soon as they opened it and forgot about opening their other Christmas presents!

This is a well-researched, detailed book which unfortunately can be a chore to read. The author has clearly put a lot of work in this history, and she is to commended for a job well-done. Unfortunately, pictures are sparse and not that well-presented among too many pages of mere description of various Lego products through the years. This is a case where a picture book would have conveyed more information than page after page of semi-interesting text. (There's also a few grammatical errors and mis-use of terms, such as when something is described as being "infamous" when the author must mean the opposite.) I bought this for my 9 year olds, but decided to read it for myself after they became distracted and bored. If you are a hardcore adult Lego fan, then this book may be for you.

Ms. Herman provides a good overview of the history of The LEGO Group and its protagonists. The early chapters provide some nice details that I have not seen in similar, recently published books. Later chapters repeat information available in other books and online, but not necessarily in one place. It is nice to have this information collected in one reference. That said, my copy suffers from uneven editing/proof reading (e.g., 'Monopoly' instead of 'Monopoli', 'while' vs. 'write') and nice pictures of poor-condition sets (many better condition copies of many of these sets are sold on eBay every year). The editing / proof reading errors make full enjoyment of this book difficult as it is often necessary to go back and reread a passage several time to parse out which word has been substituted.

A very interesting book on lego history covering a wide spectrum of lego lovers. I enjoyed the book very much. A must for LEGO fans.

This book was recommended by my friend who received it as a business gift for x-mss. I gave it to my two grandsons 5 and 6 who love it. So I would say it does not matter what age...as long as you love lego buy this book.

This is a history book, full of little stories about the creation of this company called The Lego Group, and how from the beginning the mantra of "Only the best was good enough" is the real driver in the construction of this happy system. You could have see the video of the Lego Story in you tube, and did know that they overcome 3 fires, and the difficult eras. But you would find in the Sara way of introduce you to Lego, that this is the best entrepreneur/start up motivational story. You have to do what you love to do, and you have to keep pushing your dreams forward. This is not a child book, this is for all the AFOL (Adult Fans Of Lego) that want to know more about the Company.

I'm glad I bought the book for a listing, including some rather poor photographs, of the development of the company told through it's products. I only had one problem. There was no warmth or passion in the book. It was a cold recitation of facts. It was a tough read which was a real turnoff. So, an excellent source book. But I think it could have been so much more. You learn a little about the family and other people behind the company. But that mostly disappeared after the first chapter or so. If you like their product, I agree with Adam Savage's assessment. I just wish it had been readable

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