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Sarah Herman

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"This book belongs in the library of anyone serious about their Lego habit."
—**ADAM SAVAGE**, cohost of *Mythbusters*, in *The Wall Street Journal*



A Million Little Bricks

THE UNOFFICIAL
ILLUSTRATED
HISTORY OF
THE **LEGO**
PHENOMENON

Sarah Herman



(Get free) A Million Little Bricks: The Unofficial Illustrated History of the LEGO Phenomenon

A Million Little Bricks: The Unofficial Illustrated History of the LEGO Phenomenon

Sarah Herman : A Million Little Bricks: The Unofficial Illustrated History of the LEGO Phenomenon before purchasing it in order to gage whether or not it would be worth my time, and all praised A Million Little Bricks: The Unofficial Illustrated History of the LEGO Phenomenon:

2 of 2 people found the following review helpful. More pictures would have made it an easier readBy Daniel S. L.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 be 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. 2 of 2 people found the following review helpful. Some interesting information, but suffers from uneven editing. By R. Matthew Sailors 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 times to parse out which word has been substituted. 7 of 8 people found the following review helpful. For the eternal (or present) kid By Escoffier 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 a 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.

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 Groups history is as colorful as the toys it makes. Few other playthings share the LEGO brands 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).

"This book belongs in the library of anyone serious about their Lego habit." (Adam Savage, cohost of Mythbusters, in The Wall Street Journal) From the Back Cover 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 Groups history is as colorful as the toys it makes. Few other playthings share the LEGO brands 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). About the Author Sarah Herman is a British writer, editor, and LEGO lover. She has written for Total Film, Star Wars Insider, and the official magazines for TV shows including Lost, Heroes, and Torchwood. She is the author of A Million Little Bricks: The Unofficial Illustrated History of the LEGO Phenomenon and other books including The Classic Guide to Famous Assassinations and Does Anything Eat S**t? She resides in London, United Kingdom, where she works as an editor for The Lab Magazine.