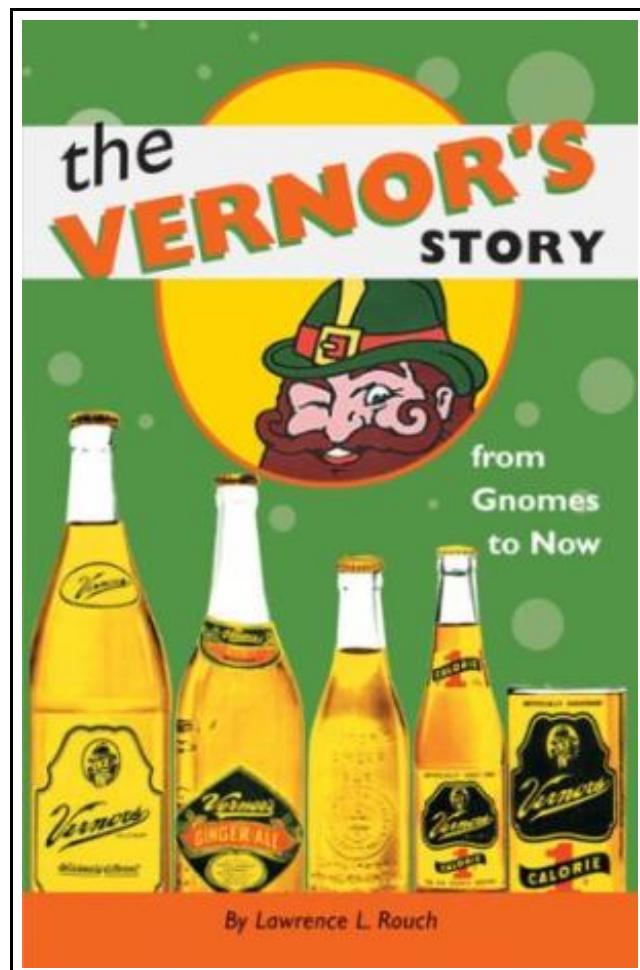


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The University of Michigan Press, United States, 2003. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book. Amply illustrated, The Vernor's Story -- From Gnomes to Now captures the spirit and genius of the people who transformed Vernors into an iconic American soft drink that has spanned two centuries of shifting public taste. With over seventy photographs depicting the history of the company, The Vernor's Story is an insider's look at early operations, as well as the firm's famous marketing blitz, featuring Vernor's distinctive green and gold packaging and its engaging gnome. Add to that the legion of devoted Vernor's fans, and the beverage itself, a unique, spicy, mysteriously flavored carbonated ginger drink that's appealed to generations of Michiganders and others alike, and you have the makings of a great American success story. A treasure on its own and sure to be a future collectible, this is a fascinating slice of Americana for Vernor's fans everywhere. Lawrence Rouch is President of Studio3/Innovations, a marketing and consulting firm representing fine artists in the automotive and fine-arts fields.



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