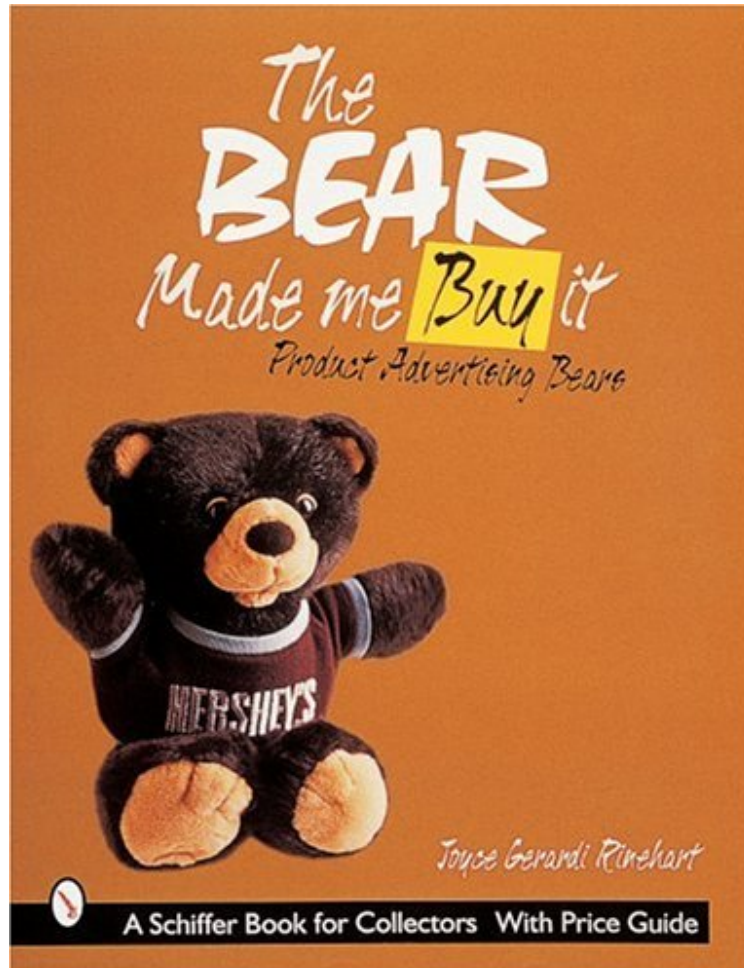




Joyce Gerardi Rinehart

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[Free read ebook] The Bear Made Me Buy It: Product Advertising Bears (Schiffer Book for Collectors and Designers)

## The Bear Made Me Buy It: Product Advertising Bears (Schiffer Book for Collectors and Designers)

Joyce Gerardi Rinehart : The Bear Made Me Buy It: Product Advertising Bears (Schiffer Book for Collectors and Designers) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Bear Made Me Buy It: Product Advertising Bears (Schiffer Book for Collectors and Designers):

For bear lovers and advertising buffs alike, collectors and non-collectors, this book is a must; it is destined to become "the" definitive reference work on bears that advertise products. With more than 500 previously unpublished color photographs, this first-of-its-kind book spotlights bears used to entice us to purchase products. More than three dozen collectors have shared their bear treasures of great diversity, from expensive limited editions to easily affordable bears

found hibernating at flea markets and thrift shops. The bears advertise readily recognized trademarked products and appear on signage and packaging, as well as "bearly" edible foods and "other beary good stuff." This comprehensive look into the what, where, and how of advertising bears is sure to include your favorites.

About the Author Joyce Gerardi Rinehart is a life-long doll collector who has acquired enough advertising bears to fill double, ceiling-high bookcases and spill out into other areas as well. She also has written *Wonderful Raggedy Anns* (Schiffer, 1997) and dozens of magazine articles on bears, dolls, and other collectibles.