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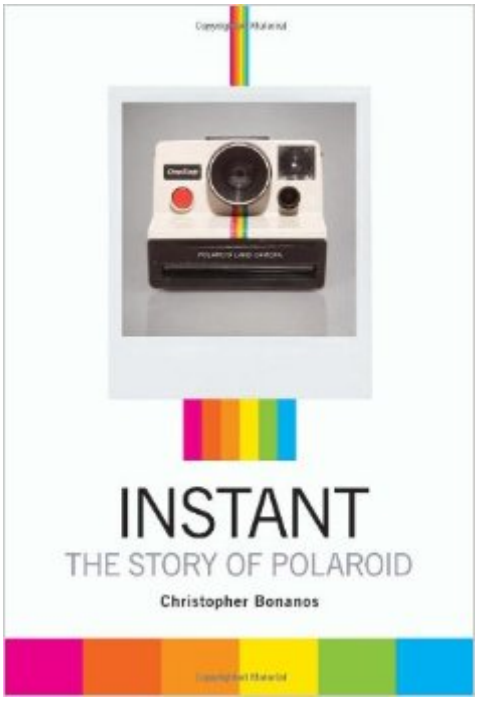
Instant: The Story Of Polaroid



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Synopsis

"Instant photography at the push of a button!" During the 1960s and ’70s, Polaroid was the coolest technology company on earth. Like Apple, it was an innovation machine that cranked out one must-have product after another. Led by its own visionary genius founder, Edwin Land, Polaroid grew from a 1937 garage start-up into a billion-dollar pop-culture phenomenon. Instant tells the remarkable tale of Land’s one-of-a-kind invention-from Polaroid’s first instant camera to hit the market in 1948, to its meteoric rise in popularity and adoption by artists such as Ansel Adams, Andy Warhol, and Chuck Close, to the company’s dramatic decline into bankruptcy in the late ’90s and its unlikely resurrection in the digital age. Instant is both an inspiring tale of American ingenuity and a cautionary business tale about the perils of companies that lose their creative edge.

Book Information

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Customer Reviews

Looking for an addictive and breezy little non-fiction book that you can polish off on a round trip plane flight? "Instant" is your ticket. This slim little volume covering the history of one of the most recognizable names in corporate America--and purveyors of one of the world’s most memorable products--is written in a friendly, conversational style that really pulled me along.Everyone except the very youngest among us fondly remember the pre-digital thrill of snapping a photo and seeing the results just seconds later. In a time when amateur photographers dropped their film cassette off at the nearest Foto Hut and waited a week for the prints to come back from the lab, Polaroid’s instant print was rather magical.Steve Jobs has often been compared to the father of instant film

and co-founder of Polaroid, Edwin Land. They shared the common trait of being passionate visionaries who built a cult-like following of true believers who wanted to work for them. They ran companies that certainly wanted to make money, but that were first and foremost dedicated to the dream of their magical product. Both men were unshakable in their own self-confidence and their unwavering belief in the righteousness of their cause. Land, a fascinating character who has already inspired books covering his life in detail, gets less attention in "Instant" than one might want, but the nature of this book is to be brief. If you’re interested in following up for more, you certainly have that option elsewhere.Part biography of Edwin Land and part company history, "Instant" also reviews the technical challenges of creating a self-contained, portable photo developing system, highlighting both its successes and notable shortcomings.

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