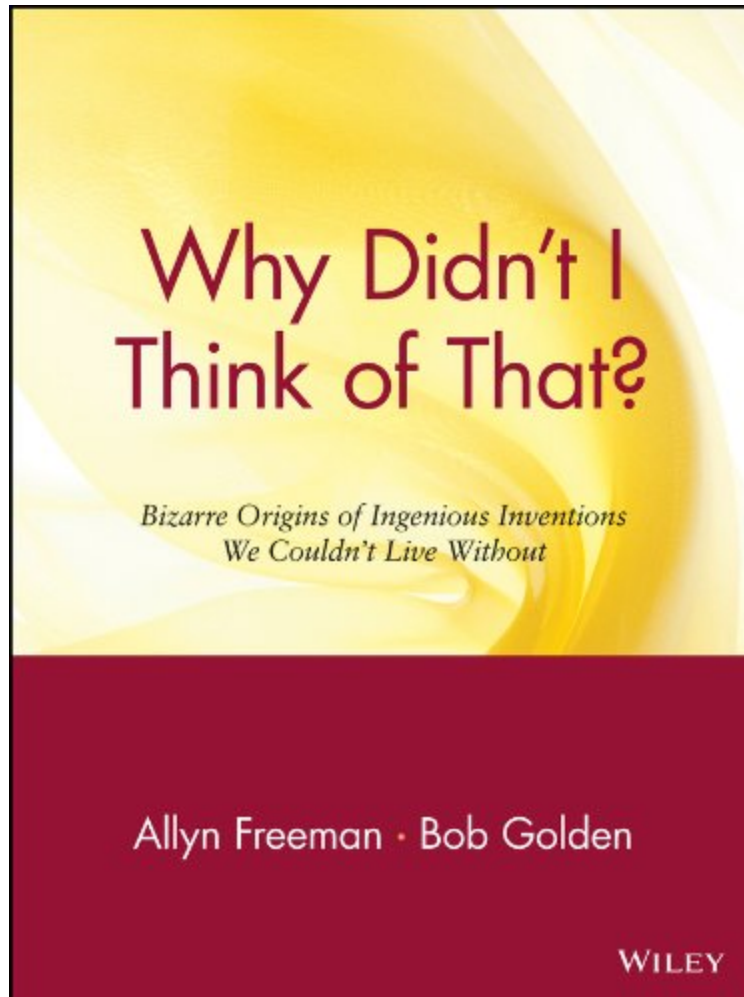


(Get free) Why Didn't I Think of That?: Bizarre Origins of Ingenious Inventions We Couldn't Live Without

## Why Didn't I Think of That?: Bizarre Origins of Ingenious Inventions We Couldn't Live Without

*Allyn Freeman, Bob Golden*  
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**Allyn Freeman, Bob Golden : Why Didn't I Think of That?: Bizarre Origins of Ingenious Inventions We Couldn't Live Without** before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Didn't I Think of That?: Bizarre Origins of Ingenious Inventions We Couldn't Live Without:

7 of 8 people found the following review helpful. Cute - but oh so shallow  
By Joel H. Leitner  
Every entry in this collection is a good start on the subject - but that's it. As soon as it gets interesting, the authors move on to the next factlet. This may be fun for "Hey, did you know that..." type of conversations, but as soon as someone wants more information, you're out of this book's depth. After a while, it gets frustrating to read - in fact, it's the only book of this type I had to force myself to finish. Plus, the authors' adherence to an apparent 5th grade reading level, with no order or clear chronology even within each entry, makes it even more annoying. If you want an outline of interesting tidbits, or if you're not yet in high school, you may enjoy this book (in fact, it wouldn't be a bad gift for some little inventor

you may know, up to about age 13). But if you want depth, insight, and a touch of adult-level irreverence and humor, go elsewhere (personally, I'm a BIG fan of Cecil Adams). 0 of 1 people found the following review helpful. Fun book  
By Wendy Schroeder  
The origins of lots of products made in America is in this book. Short pieces that take only about 5 to 10 minutes to read. I found it fun to read about how people came up with the ideas of such products as Tootsie Roll, Slinky, Silly Putty, Thermos, Tupperware, etc. Not useful information but just fun to learn about. How people come up with ideas for products that are part of everyday life now. Anyone who likes trivia will enjoy this book.  
1 of 1 people found the following review helpful. Fast and Fun  
By Allyn I Freeman  
Forget what some negative reviewer wrote; this book is fast, fun and full of interesting factoids. The language is breezy and the 50 chapters move along at an interesting pace. My entire family really enjoyed this book and we learned a lot of interesting knowledge.

Ben Jerry originally wanted to start a bagel business, but they couldn't afford the bagel-making machine? \* The Slinky(r) toy was born aboard a World War II battleship? \* Band-Aids(r) were invented by a husband to help his accident-prone wife dress her own cuts and bruises at home? \* The idea for Velcro(r) came from cockleburs that got stuck on an engineer's wool trousers and in his dog's fur? Ever wonder how anyone came up with the idea for a product you couldn't imagine living without? Familiar products like Velcro(r) ,disposable diapers, Post-It Notes(r) ,and coffee filters. Read this book and you'll discover - once more - that truth is indeed often stranger than fiction. You'll also see that coming up with a million-dollar idea isn't as difficult as you think. This collection of entrepreneurs ranges from housewives to PhDs. Filled with wacky and fascinating facts, awe-inspiring success statistics, and rags-to-riches stories, *Why Didn't I Think of That?* chronicles the odd origins behind 50 famous inventions and reveals the business side of each product's actual production, marketing, and distribution. You'll discover how inventors from all walks of life struck it rich with unlikely contraptions that range from the practical (like Tampax(r) and Tupperware(r) ) to the curiously inane (like the Barbie(r) doll and Silly Putty(r) ). Inspirational, detailed, and always quirky, this delightful book captures all of the drama and colorful history of products like Heinz(r) ketchup, The Club(r) , Jell-O(r) ,Hallmark(r) cards, Trojan(r) condoms, Vaseline(r) , Rollerblades(r) , Kitty Litter(r) , the Swiss Army(r) Knife, Bic(r) pens, Dirt Devil(r) , Pampers(r) , S.O.S(r) pads, and many more.

From the Publisher  
What would we do without Velcro, Bic pens, White Out and Band-aids? How about such notables as Tupperware, The Club, and Rollerblades? Learn the inspiring success stories behind the products we most take for granted in this well-researched, engaging volume of 50 products ranging from kitchen items to toiletries to office supplies and more. This book takes you through every step of the development of each product with a detailed look at how multi-million dollar businesses were built from the simplest of ideas.  
From the Back Cover  
Ben Jerry originally wanted to start a bagel business, but they couldn't afford the bagel-making machine? \* The Slinky(r) toy was born aboard a World War II battleship? \* Band-Aids(r) were invented by a husband to help his accident-prone wife dress her own cuts and bruises at home? \* The idea for Velcro(r) came from cockleburs that got stuck on an engineer's wool trousers and in his dog's fur? Ever wonder how anyone came up with the idea for a product you couldn't imagine living without? Familiar products like Velcro(r) ,disposable diapers, Post-It Notes(r) ,and coffee filters. Read this book and you'll discover - once more - that truth is indeed often stranger than fiction. You'll also see that coming up with a million-dollar idea isn't as difficult as you think. This collection of entrepreneurs ranges from housewives to PhDs. Filled with wacky and fascinating facts, awe-inspiring success statistics, and rags-to-riches stories, *Why Didn't I Think of That?* chronicles the odd origins behind 50 famous inventions and reveals the business side of each product's actual production, marketing, and distribution. You'll discover how inventors from all walks of life struck it rich with unlikely contraptions that range from the practical (like Tampax(r) and Tupperware(r) ) to the curiously inane (like the Barbie(r) doll and Silly Putty(r) ). Inspirational, detailed, and always quirky, this delightful book captures all of the drama and colorful history of products like Heinz(r) ketchup, The Club(r) , Jell-O(r) ,Hallmark(r) cards, Trojan(r) condoms, Vaseline(r) , Rollerblades(r) , Kitty Litter(r) , the Swiss Army(r) Knife, Bic(r) pens, Dirt Devil(r) , Pampers(r) , S.O.S(r) pads, and many more.  
About the Author  
ALLYN FREEMAN is a writer and business consultant whose television credits include *M\*A\*S\*H* and *Hart to Hart*. He has also written numerous articles for leading business journals. He holds an MBA from Columbia University Business School. BOB GOLDEN is a writer and composer whose musical credits include *Sesame Street*, *TV Nation*, and *Comedy Central*. He is the coauthor of the *Jerky Boys Book*, and, with Freeman, has written material for *America Online*.