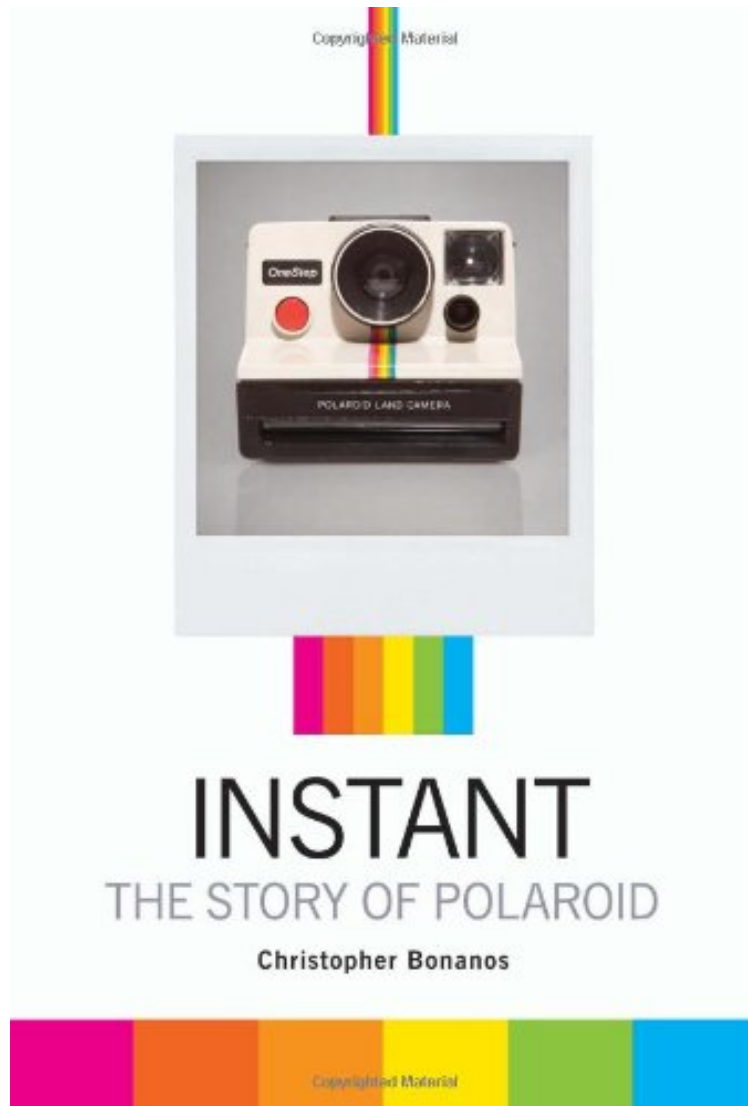


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Instant: The Story of Polaroid

Christopher Bonanos

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Christopher Bonanos : Instant: The Story of Polaroid before purchasing it in order to gauge whether or not it would be worth my time, and all praised Instant: The Story of Polaroid:

3 of 3 people found the following review helpful. A Must for Polaroid fans By Dan This was an excellent book. I am an aficionado of Polaroid photography, and it was nice to learn about the history of the company, and of Edwin H. Land. The final chapters of the book remind me very much of reading about the making of "Let It Be," and the challenges The Beatles faced near the end of their run. I know that's a bit random, but the creativity, tenacity, and the rise of Polaroid, the incredible popularity, the changes and eventual ending...in my mind it parallels. A must read for anyone

interested in instant photography, entrepreneurs, inventors, and history. It's all there, and packed with great Polaroid photos as well. 1 of 1 people found the following review helpful. Great recounting of an American visionary. By MacLeod I am also reading "A Triumph of Genius" great book, this book though is more of an overview. Hard to put down. I spent years shooting commercial work for Polaroid, heard lots of stories, gossip, rumors, had met Dr. Land, even had two cameras signed by him (still have)...but this book lays it out and constantly shows me how much of the linear path I never knew the details of....highly recommended. 1 of 1 people found the following review helpful. Great read, surprising similarities to Steve Jobs and Apple. By oyzc This was a great little book. Finished it within a week (i read slow). Being a huge fan of Steve Jobs, and having read almost everything there is about the man and apple, the rise of Polaroid is SO very similar to apple its not even funny. Quotes spoken often by Steve Jobs are basically Edwin Land's quotes, but worded slightly different. Even the video Polaroid did for the SX-70 mentioned in the book, which can be found on youtube, contains extraordinary similarities with apple's product launch videos. It's no joke when the author stated that Steve modelled apple after polaroid. One thing that couldn't have been copied, but again, strikingly similar between both Land and Jobs was the fact of their super-human visions of the future. Land predicted what today's smartphone cameras would be like back in the days when instant film photography intrigued people beyond their wildest imagination. Similar visions can be found with Jobs, who predicted the rise of personal computer, the wide adoption of graphical user interface, and futuristic mobile devices such as the ipad. It's definitely a great read. I only gave it 4 instead of 5 stars because the video in the descriptions almost spoiled a little too much about the book... It basically summarized the entire the book, so i wouldn't suggest watching it before reading.

"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.

"Offers up a concise and in-depth cultural history of Polaroid and its brilliant and charismatic leader, Edwin Land. Amidst its carefully constructed narrative of Polaroid's rise, demise, and renaissance.... Land and Polaroid's story are remarkable." --Publishers Weekly, 9/3/2012 From the Author INSTANT: THE STORY OF POLAROID is a book about a very unusual company. In the 1960s and 1970s, Polaroid was what Apple is today: the coolest technology company on earth, the one with irresistible products, the one whose stock kept climbing way past the point of logic. In its heyday, Polaroid was an absolute innovation machine--a scientific think tank that periodically kicked out a fantastically profitable, covetable product. In fact, the late Steve Jobs expressly said that he modeled his company to a great extent after Polaroid. Instant is a business story, about what happens when a company loses its innovative spark. It is a fine-arts story, showcasing the amazing things photographers (from Ansel Adams to Andy Warhol to Chuck Close) did with Polaroid film. It is a technology story, of a company that created and maintained a niche all its own for 60 years. And it is a pop-culture history, of a friendly product that millions of people absolutely adored. I like to think that it also tells a larger story, about the rise and fall of American invention and manufacturing. From the Inside Flap "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.