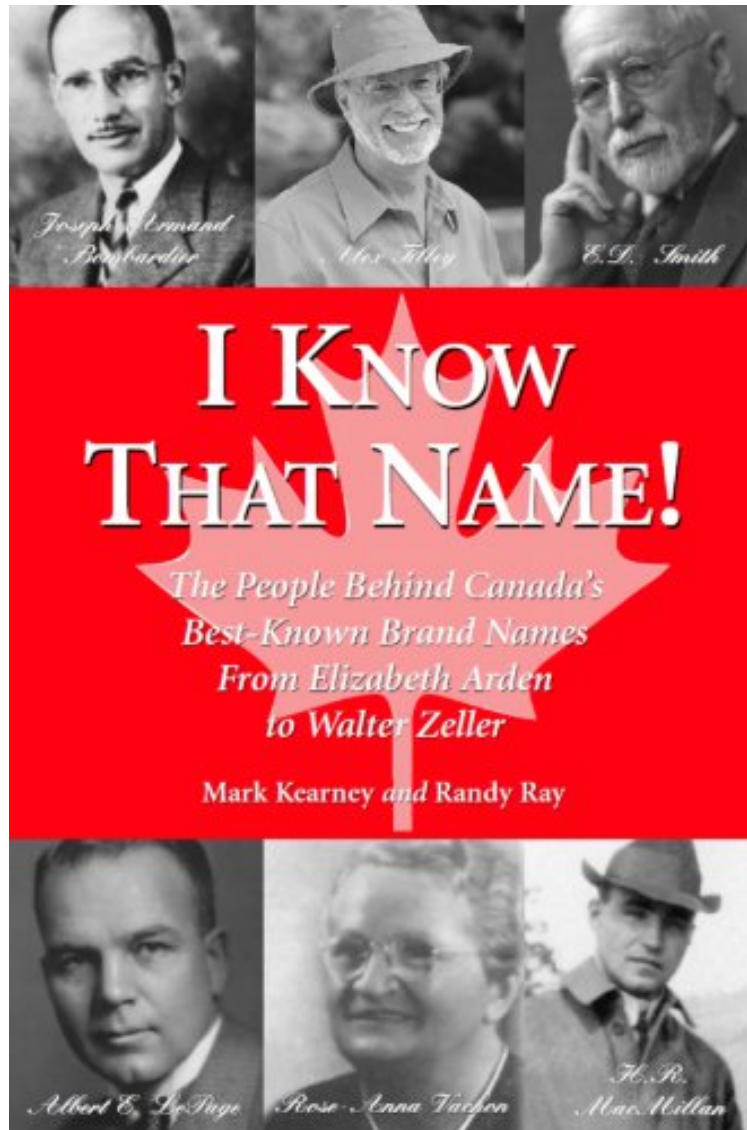


[Ebook pdf] I Know that Name!: The People Behind Canada's Best Known Brand Names from Elizabeth Arden to Walter Zeller

I Know that Name!: The People Behind Canada's Best Known Brand Names from Elizabeth Arden to Walter Zeller

Randy Ray, Mark Kearney
ePub | *DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#652322 in Books Dundurn 2002-09-01 Original language: English PDF # 1 8.50 x .76 x 6.581, 1.10 #File Name: 1550024078312 pages | File size: 20.Mb

Randy Ray, Mark Kearney : I Know that Name!: The People Behind Canada's Best Known Brand Names from Elizabeth Arden to Walter Zeller before purchasing it in order to gage whether or not it would be worth my time, and all praised I Know that Name!: The People Behind Canada's Best Known Brand Names from Elizabeth Arden to Walter Zeller:

1 of 2 people found the following review helpful. for trivia nuts!By Rebecca BrownRebeccasreads recommends I KNOW THAT NAME! for every trivia buff, throne den/game room, giving glimpses of how companies started, flourished, were gobbled up by bigger ones, or fended off takeovers to continue toward modernday prosperity.I KNOW THAT NAME! has lots of photos to illustrate this collection of histories about ordinary people, some Canadian born, others immigrants, with a few just passing through: all, however, made their mark on a nation its culture -- from shaving cream to publishing houses, cough drops to body builders, distilleries breweries to moving companies, film makers to musical instruments, toys to washing machines, hats to construction, glasses to razors, ladies' wear to fake meat products, advertising to flour, business forms to farm equipment, on it goes.

Every day Canadians buy groceries at Sobeys, develop film at Blacks, or grab a coffee at Tim Hortons without giving it a second thought. These brands are in our lives and in the public eye. Were familiar with the names, but what do we really know about the people who lie behind them? I Know That Name! will answer these questions for you. Its full of fun facts, intriguing trivia, and engrossing explorations of more than one hundred Canadian men and women who beat the odds to become household names, including Timothy Eaton, Laura Secord, and J.L. Kraft.

"a fascinating book with profiles of the greats of the supermarket and food industry." (Canadian Grocer)"a fun, as well as interesting read." (Halifax Daily News)"Name-dropping at its best" (Ottawa Citizen)"a great read, full of unusual facts and tasty tidbits, and it's as pure Canadiana as, well, our butter tarts." (Toronto Sun)"a breezy, informative and entertaining look at more than 100 Canadian brands." (Marketing Magazine)"easy to read, full of intriguing trivia, and a valuable quick referent to Canadian business personalities." (Beacon Herald)"perfect for casual browsing." (OHS Bulletin, December 2002)"full of fascinating facts, terrific trivia and historical photographs." (Havelock Citizen)"If you want to give your kids a quick history lesson, I Know That Name! is a good place to start." (Ottawa Sun)"I Know Name has sold about 8,000 copies since OctoberIt's now 10th on the Top Canadiana best-seller list compiled by Canadian Booksellers Association." (Edmonton Journal)About the AuthorRandy Ray lives in Ottawa and works as a writer. He grew up in Toronto and graduated from Ryerson University's journalism program. Mark Kearney lives in London and has worked as a journalist for almost twenty-five years. He has a journalism degree from the University of Western Ontario. Ray and Kearney have won several awards and have written the best-selling books The Great Canadian Book of Lists and The Great Canadian Trivia Book.Excerpt. Reprinted by permission. All rights reserved.That cake and nog probably contained six hundred calories minimum," considered Paula. "It takes running up and down once to burn ten calories. . . so I'll have to run up and down these steps sixty times." Paula raced up one side of the steps and ran down the other again and again. She could feel her heart beating, and she became light-headed. That probably came from the days of enforced rest at the hospital, she rationalized. Ignoring her fluttering heart, she continued her frenzied pace. All at once she became unutterably tired. Her breath became so laboured that it was like trying to breathe under water. She stumbled to a sitting position on the bottom step and held her head in her hands. She began to feel a tingling in her left hand and all the way up her arm. She shook her hand to try to get the numbness to go away, but it had no effect. She was aware of a sharp pain in her chest. Where her breathing was once laboured, it was now impossible. Paula was gripped with fear. What had she done to herself?