



The Man Who Invented Saturday Morning: And Other Adventures in American Enterprise

David Owen

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Reading this book is like delving into a time capsule. Owen captured the 1980's world in a way no other author had. His discussion of the funeral home racket predated Penn and Tellers by a good 20 years. The titular chapter is near the end of the book, which discusses the history of toys and Saturday morning cartoons. Since cartoons aren't even aired on most network television on Saturdays anymore, and we have whole networks based on individual toy companies, eg. the HUB, this helps us understand how we got here. The book has chapters on satellite television, copy machines and the convention industry, which is even larger today than it was when he was writing the book! (Amazon customer)

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