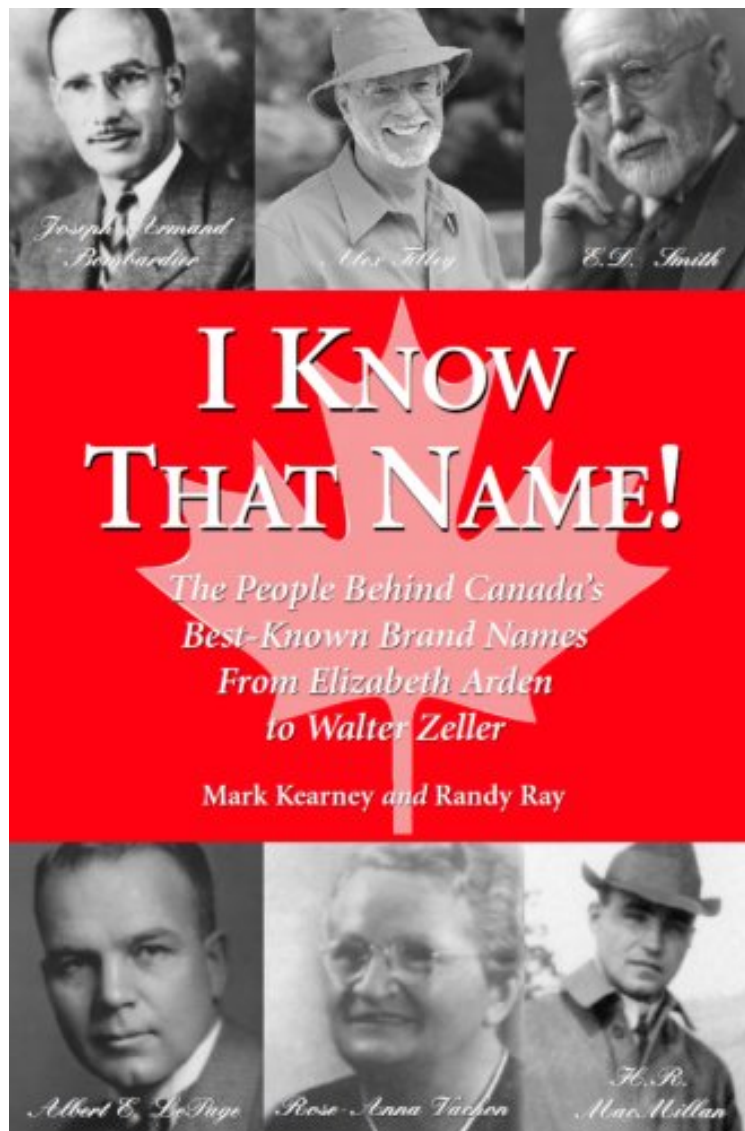


(Download free ebook) I Know that Name!: The People Behind Canada's Best Known Brand Names from Elizabeth Arden to Walter Zeller

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

Randy Ray, Mark Kearney

\*Download PDF / ePub / DOC / audiobook / ebooks



DOWNLOAD



+

READ ONLINE

#3822148 in eBooks 2002-09-01 2012-03-26File Name: B00APYSZW6 | File size: 71.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 BrownReccasreads 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.

Full of fun facts, intriguing trivia, and engrossing explorations of more than 100 Canadians who beat the odds to become household names.

"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 is a freelance writer, author and publicist. He worked as a reporter with The London Free Press for 13 years, including three years as the newspaper's Parliament Hill correspondent. He lives in Ottawa. 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.Excerpt. copy; 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?