

Light Bulb Baking

A History of the Easy-Bake Oven

Light Bulb Baking: A History of the Easy-Bake Oven is the first definitive retrospective of the Easy-Bake Oven. The award-winning book celebrates the toy's journey from children's toy to pop culture icon and inductee to The National Toy Hall of Fame.

In the book, Todd Coopee explores the innovation, history, economics, commerce, advertising, and marketing behind the toy's 50 year history. It's a must-read for vintage toy collectors, nostalgia buffs, foodies, and anyone who has ever peered through the oven's watch-it-bake window, eagerly anticipating the moment they will be able to serve and enjoy their very own culinary concoction.

Light Bulb Baking garnered Todd Coopee two awards in 2014: Silver Best New Voice (non-fiction) Independent Book Publishers Association (IBPA) Benjamin Franklin Award and Bronze Best Regional Non-Fiction (Canada-East) Independent Publisher Book (IPPY) Award.

REVIEWS:

"In the millions of toys that come and go, there are few that hold the prestigious honor of having an enduring, positive impact on the life of a child... Coopee does an enchanting job of capturing that in this book!"

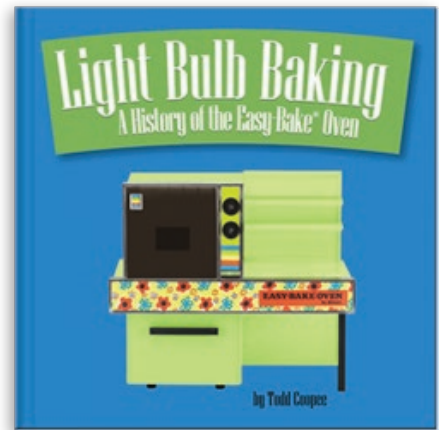
Michelle Spelman
Children's Toys & Games Examiner – Examiner.com

"If you are looking for a gift for that hard to buy for Kenner fan on your list, I have just the book for you."

Dan Florida
KennerCollector.com

"I am excited to think that millions of cooks today just might owe their interest in food preparation to a toy oven that gave them the capability and confidence to bake without supervision."

Paula Roy
Constantly Cooking



Author: Todd Coopee

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Amazon.ca
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Author's Biography

Todd Coopee is a toy historian and award-winning author.

Through his writing and speaking, Todd takes audiences on a journey of celebration and appreciation of the objects that inspired curiosity, thought, experimentation, and wonder during the formative years of popular culture development in North America.