



The Book of Spam: A Most Glorious and Definitive Compendium of the World's Favorite Canned Meat

Dan Armstrong, Dustin Black

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What luncheon meat is found in over forty-five countries, available in ninety-nine percent of supermarkets and corner shops, and sells nearly eighty million pounds every year? It's SPAM. From the 20,000-member SPAM Fan Club to Monty Python's Broadway sensation SPAMalot, after seventy years of canned-meat greatness, SPAM has become a pop-culture sensation with a devout following, and *The Book of Spam* is its Bible. What's in it? People have been asking that question since 1937. Written and beautifully packaged by Dan Armstrong and Dustin Black, the creative team behind recent SPAM advertising, *The Book of Spam* is a lavishly illustrated love affair with America's favourite miracle meat. Just in time for SPAM's spectacular 70th anniversary, *The Book of Spam* celebrates everything SPAM, offering SPAM fans a behind-the-scenes tell-all with the inside scoop on the wide world of SPAM: its role in history, advertising, art, fashion, the food industry, global unification, and much more. SPAM's reach has truly spanned the globe - across time and across many cultures. Filled with full colour vintage advertisements, astonishing trivia, and retro recipes for everything from SPAM Upside-Down Pie to Baked Bean SPAMwiches, *The Book of SPAM* finally gives SPAM the full attention it deserves. SPAM fanatics, pop-culture aficionados, history buffs, and lovers of authentic Americana will flip for *The Book of SPAM*. It's nothing less than SPAM-tastic.

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