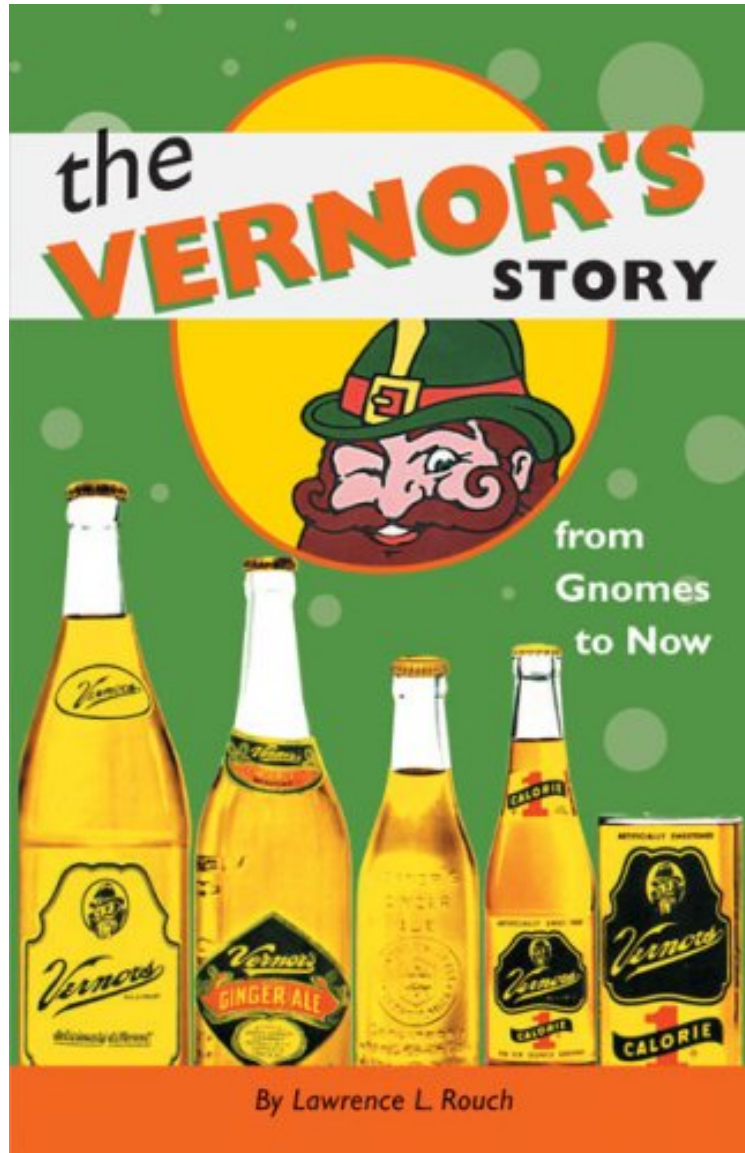


(Free pdf) The Vernor's Story: From Gnomes to Now

## The Vernor's Story: From Gnomes to Now

Lawrence L. Rouch

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**Lawrence L. Rouch : The Vernor's Story: From Gnomes to Now** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Vernor's Story: From Gnomes to Now:

0 of 0 people found the following review helpful. if you grew up as a kid in Michigan this is a great way to take a quick trip down memory laneBy RJ...if you grew up as a kid in Michigan this is a great way to take a quick trip down memory lane. I left Michigan at 24 to return to California where I was born however, Vernor's was a part of my formative years. I still pick up a single serve bottle/can whenever I visit Michigan.0 of 0 people found the following

review helpful. Five StarsBy david a. williamslove Vernor's, enjoyed book0 of 0 people found the following review helpful. Love itBy Diane M. Born and raised in Detroit with Vernor's being the main sweetened beverage (except for an occasional Faygo). Good for the tummy when warmed too.

Amplly illustrated, *The Vernor's Story -- From Gnomes to Now* captures the spirit and genius of the people who transformed Vernors into an iconic American soft drink that has spanned two centuries of shifting public taste. With over seventy photographs depicting the history of the company, *The Vernor's Story* is an insider's look at early operations, as well as the firm's famous marketing blitz, featuring Vernor's distinctive green and gold packaging and its engaging gnome.

About the AuthorLawrence L. Rouch is President of Studio3/Innovations, a marketing and consulting firm representing fine artists in the automotive and fine arts fields. He established his Detroit connection as a training and development specialist for the Chrysler Corporation.