



50 Years of the LEGO Brick

Christian Humberg

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o Officially licensed by the LEGO Group, this book includes previously unpublished archive material and six original LEGO bricks; it tells the story of one of the most creative inventions of the last century which has gone on to feature in the top five of the world's largest toy manufacturers

Throughout its 75-year history the LEGO Group has lived up to its motto - Only the best is good enough - and emphasised the importance of high quality, ensuring that consumers return to LEGO products again and again. Today the LEGO Group is among the top five of the world's largest toy manufacturers and LEGO products are sold all over the globe.

Part of the company's success was the creation of the first LEGO brick 50 years ago. To celebrate this commemorative event this officially licensed anniversary book was presented to the press during the Nurnberg Toy Fair in Germany at the beginning of this year. The book also features 10 pieces of removable facsimile items which the author, Mr Christian Humberg, was able to retrieve from the LEGO archives in Billund, Denmark. Six original LEGO bricks are also included to make this publication the perfect gift for all fans of this special toy.

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