



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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