



The Mindset List of the Obscure: 74 Famously Forgotten Icons from A to Z

Ron Nief, Tom McBride

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An entertaining trip through pop culture, for the "old fogeys" and "kids these days"

Today's teens and twentysomethings have never seen a real airplane ticket. To them, point-and-shoot cameras are so last millennium and "Star Wars" is a movie, not a defense strategy. The world views of today's young and old have never been more different.

In this entertaining romp through American culture, the creators of the Beloit College Mindset List explore 75 icons once-famous and now forgotten—from Abbott and Costello to the singing telegram. Packed with entertaining facts, trivia, and photos, this is the perfect gift for college students, their oh-so-outdated parents, and pop culture mavens nostalgic for days gone by.

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