



Instant: The Story of Polaroid

Christopher Bonanos

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"Pictures in a minute!" In the 1950s, '60s, and '70s, Polaroid was the hottest technology company on Earth. They were an innovation machine that cranked out one irresistible product after another. It was even the company after which Steve Jobs is said to have modeled Apple, and the comparison is true. Jobs's hero, Edwin Land, Polaroid's visionary founder, turned his 1937 garage startup into a billion-dollar pop-culture phenomenon. *Instant: The Story of Polaroid*, a richly illustrated, behind-the-scenes look at the company, tells the tale of Land's extraordinary and beloved invention. From the introduction of Polaroid's first instant camera in 1948 to its meteoric rise and dramatic collapse into bankruptcy in the 2000s, *Instant* is both a cautionary tale about tech companies that lose their edge and a remarkable story of American ingenuity. Written in a breezy, accessible tone by *New York* magazine senior editor Chris Bonanos, this first book-length history of Polaroid also features colorful illustrations from Polaroid's history, including the company's iconic branding and marketing efforts.

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