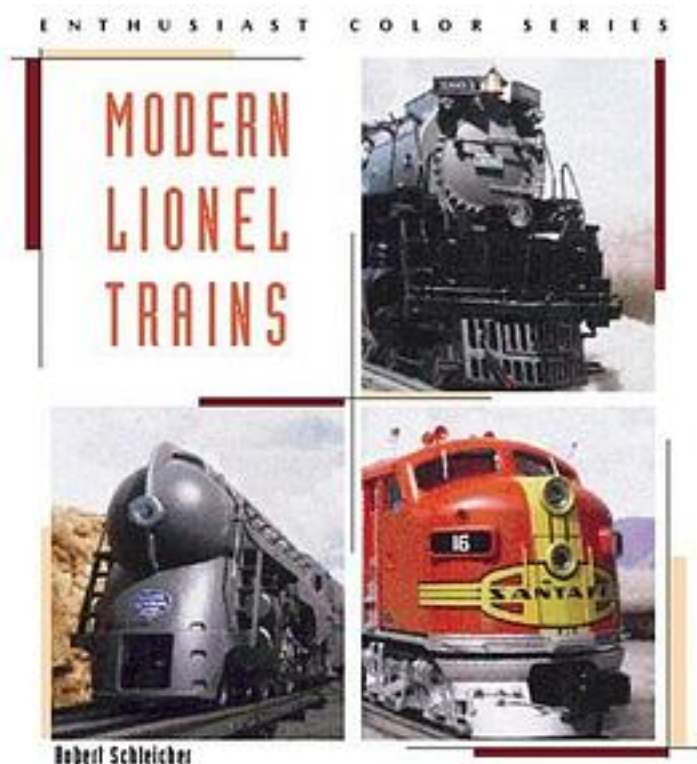


Modern Lionel Trains



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This addition to MBI's successful "toy train" installments in the Enthusiast Color Series examines how Lionel for the last 25 years has weathered increased competition, survived numerous ownership changes, adopted improved production techniques, and utilized computer technology to remain an American icon. From the auspices of cereal giant General Mills, to be the sometimes criticized but always pragmatic ownership of Richard Kughn, and finally on to the formation of Lionel LLC, the last quarter-century of Lionel's business and products are examined in detail.'

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