



# **GI Joe: The Story Behind the Legend [An Illustrated History of America's Greatest Fighting Man]**

*Don Levine*

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## **GI Joe: The Story Behind the Legend [An Illustrated History of America's Greatest Fighting Man]**

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In the early 1960s, Don Levine had a vision for a fully poseable action figure—a doll for boys. The conventional wisdom said that it couldn't be done, but Levine and a team of dedicated professionals at Hasbro worked endlessly to create the most authentic and fun action figure possible.

The result: in 1964 Hasbro launched GI Joe, and the 12 inch soldier took America by storm. The demand was overwhelming, and since then GI Joe has sold in the millions worldwide, making it one of the greatest selling toys of all time.

This is a behind-the-scenes look at the birth of an icon as told by the men and women who crafted the original action figure. Here you will find the secret origins of GI Joe's scar, the misplaced thumbnail, the construction of the body, and more.

Filled with over 100 full-color photos of prototypes, early models, blueprints, and sketches, here is a rare, firsthand account of creative genius, dedication, and entrepreneurial spirit.

CONTENTS: Foreword by Alan Hassenfeld \* Preface by John Michlig \* One Man's Journey to Toyland \* A Boy'll Never Play with a Doll \* GI Joe is Born \* Making America's Moveable Man of Action \* Toy Fair 1964 and Beyond \* Epilogue

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