



The Great Beanie Baby Bubble: Mass Delusion and the Dark Side of Cute

Zac Bissonnette

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In the annals of consumer crazes, nothing compares to Beanie Babies. With no advertising or big-box distribution, creator Ty Warner - an eccentric college dropout - became a billionaire in just three years. And it was all thanks to collectors. The end of the craze was just as swift and extremely devastating, with "rare" Beanie Babies deemed worthless as quickly as they'd once been deemed priceless. Bissonnette draws on hundreds of interviews (including a visit to a man who lives with his 40,000 Ty products and an in-prison interview with a guy who killed a coworker over a Beanie Baby debt) for the first book on the most extraordinary craze of the 1990s.

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