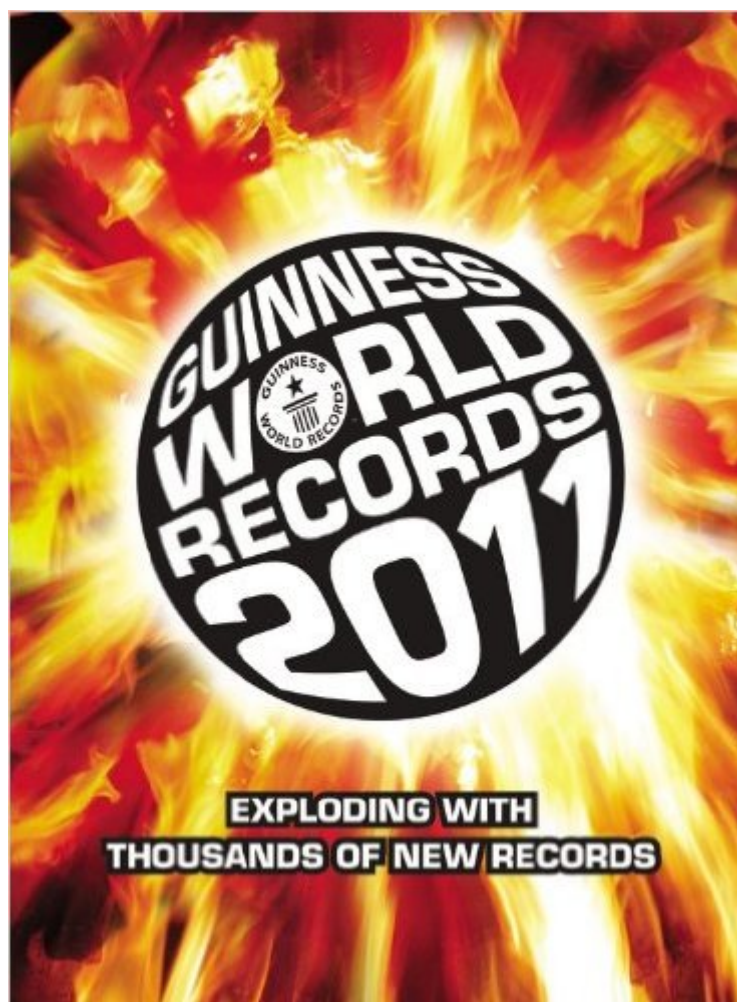


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# Guinness World Records 2011



## Synopsis

Guinness World Records 2011 continues to build on the intriguing, informative, inspiring and instructional records and superlatives that have made Guinness World Records one of the most famous brands and an annual best-seller around the world. Over 110 million copies have sold since the first edition was published in 1955. Nearly 4 million copies are sold every year in more than 100 countries and in 25 languages. Market research has indicated that Guinness World Records is one of the strongest brands in the world, with prompted brand recognition of 98.2% in the English language territories. What's New in GWR 2011... More US specific content including spreads dedicated to "American Heroes", "North American wildlife", "Route 66" and extended US sports pages! A New unique design - new decade, new look. A fun, poster-style design reminiscent of the circus, the old wild west and letter pressed WANTED ads! A Records GPS - starting at Greenwich, London - the home of time - we go around the world city by city revealing fascinating records set along the way. A Glossary - improve your vocabulary by learning the meaning of new and unusual words. A As Well as -- New spreads on.... \* Space Shuttle - being retired in 2010 \* TV's 75 years Diamond Anniversary \* Pop Culture chapter - all your favorite movies, DVDs, comics, graphic novels, manga and so on.... \* Mr. World Record Breaker

## Book Information

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Series: Guinness World Records

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Average Customer Review: 4.3 out of 5 stars A A See all reviews A (88 customer reviews)

Best Sellers Rank: #125,370 in Books (See Top 100 in Books) #56 in A Books > Reference >

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in A Books > Children's Books

Age Range: 7 and up

Grade Level: 2 and up

## Customer Reviews

I had the GBWR 1984 as a kid and used to look up records all the time. Based on my experience I decided to get the current GBWR for my kids. Boy what a mistake! I have 2 basic complaints. Number one, the format. This used to be a reference book, kinda like a dictionary. The new version looks like it was designed and laid out by somebody with serious ADHD and an espresso drip. I think they must have cut more than half of the records out to make room for the spinning artwork. Number two, the propaganda and fun-facts. I wanted my kids to be able to enjoy looking up who the tallest man is, or who can run the fastest, instead there are all of these little "did you know" blurbs about how people are destroying the Earth, and general facts about the founding of the U.N. and UNICEF. Why is this material in a book about world records? Nuclear energy isn't listed in the section devoted to alternative energy? Who owns this publishing company,...George Soros? I am severely disappointed. At least I can still get a copy of the older versions, the versions which are about, you know, world records. I just ordered the 1994 version, which is the last year before the reference book became a comic book.

I have seen the Guinness Book of World Records over the years, and had gone through them while at my family or friend's homes. I must say that with this being my first personal copy, I'm not disappointed. And now I can browse through the records on my own time. Even though the book is not as thick as the older editions, it's still packed with ALOT of information more than you can believe for a book that's about 1.5 inches thick from cover to cover (hardcover) The quality of the pages is good and the print quality and layout is not bad either. At the bottom of each page there are records from around the world in small snippets, so when you're done going through the book, you can go through the snippets at the bottom. Overall, I'm happy with my purchase and I'm looking forward to the 2012 Edition.

My 9 year old asked for it this as soon as it was released. I bought her the 2010 edition last year for Christmas and the pages are completely worn out from reading it over and over. I have a feeling she will be asking for this every year to come.

As a child, I had a dog-eared copy or two of the classically formatted Guinness book; i.e., black-and-white photos only, carefully indexed and organized. I loved these books and feared, based on the negative reviews, that the new editions would be dumbed down eye candy versions capitulating to negative internet era influences of instant glance gratification philosophy of marketing

that has influenced other classic media, sometimes for better, sometimes for worse. Well, the verdict is in: the new gorgeous full color photo on every page with photos collaged literally from corner to corner absolutely IS a dumbed down eye candy version, shamelessly capitulating to internet era influences of instant glance gratification philosophy of marketing. HOWEVER, it is STILL a great book, chock full of many and vastly varying records, along with facts relating to those records, and in its ability to be cracked open at any time for any amount of time and immediately provide interesting, shocking, delighting, bewildering, disturbing facts and accomplishments from every corner of the planet covering every element of human existence still stands as both great entertainment value, and provides history, science, politics, sports, and entertainment information along side the records in easily immediately digestible portions, appropriate for a wide range of ages. I bought it for my eight year old son, for instance. As far as the actual content comparison, it would be interesting if someone were to provide a comparison of a fact or record count comparing the new version to the classic versions of the eighties-nineties.

Well, the recipient (co-worker) really thought this book was a fun read. Believe it or not, she had never read any previous Guinness material ever, although she had a familiarity with the nature of the book, i.e., world records of all types/sorts. I highly recommend the latest version/year of this iconic book to anyone who enjoys to read!

This is a very pretty book, with lots of pictures; in fact, far too many pictures and photos instead of facts. Its pages look like comic book pages (I almost expected BAM, POW and BOOM to appear). The pages are confusing, distracting and disjointed, and its index is quite incomplete and useless. Just try to look up a specific record, like "the oldest continuously inhabited city in the world." Good luck! Normally, a picture is said to be worth a thousand words, but, with this edition, the opposite is true. Guinness sacrificed content and ease of use for "flash." I prefer the older editions, where you could look up a very specific record, read it, and say "wow." This book tries to say "wow" for you. Very disappointing.

I really like my long-standing collection of Guinness World Record books but these larger volumes have really gotten to a point where they are focusing on weird human stuff like tattoos and piercings instead of actual achievements.

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