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Milk Mustache Mania



Synopsis

This follow-up to the successful book, *THE MILK MUSTACHE BOOK* (Ballantine), features full-color, glossy photos of the newest Milk Mustache ads specially chosen for their appeal to young people. The milk mustache ads are more popular now than ever before, especially with teens and kids. In fact, young people are the biggest audience of this ongoing campaign. This book is a collection of the newest and most coveted ads featuring music, sports, TV, and movie stars who are popular with kids and teens. The Powerpuff Girls, Batman, Britney Spears, Carson Daly, players from the NBA and NFL, and lots more--they're all here, along with behind-the-scenes stories about each photo shoot and a look at the making of this phenomenally popular ad campaign.

Book Information

Age Range: 12 and up

Paperback: 96 pages

Publisher: Scholastic Paperbacks (May 1, 2002)

Language: English

ISBN-10: 0439388899

ISBN-13: 978-0439388894

Product Dimensions: 11.3 x 8.6 x 0.3 inches

Shipping Weight: 12 ounces

Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #3,572,078 in Books (See Top 100 in Books) #53 in [Books > Teens > Art, Music & Photography > Photography](#) #371 in [Books > Children's Books > Arts, Music & Photography > Photography](#) #980 in [Books > Children's Books > Education & Reference > Money & Saving](#)

Customer Reviews

Tweens, teens and other dairy devotees will drink up *Milk Mustache Mania* by Bernie Hogya and Sal Taibi, which collects images from the popular Got Milk? advertising campaign, with photographs by Annie Leibovitz, David LaChapelle and others. The paperback original contains reproductions of more than 65 ads and features stars as varied as Kermit the Frog, Britney Spears, Mike Myers and '70s rock icons Kiss whose photo shows frontman Gene Simmons dripping the liquid from his legendary tongue. Ages 11-up. Copyright 2002 Cahnners Business Information, Inc.

My son loves picture books and this one brought joy enjoyment. Condition of book was exactly as

seller described. Great Seller.

Milk Mustache Mania is a must-have for any fans of the ad campaign!! It is thinner and not as long as the first book (The Milk Mustache Book) but it is better IMO because they have all the brand new ads featured in full-color pages that also include a detailed description of the people featured in each ad and interesting tidbits about why they decided to do an ad or little facts like how Dewey from Malcolm in the Middle helped make the chocolate milk in his ad!! This book is at a great price for what you get and it's a really interesting read as well as an addition to anyone's collection of milk ads!!

If you are a fan of the milk mustache ads, this book is a must. I have the first book, but it doesn't have all of the newer ads in it. This one has all the ads that weren't in the first book. It's really great!

The milk ads are the best, I've been collecting them for a long time and it's really great to have them all in one cool book. My friends are all talking about this. I loved the first book and love this one too! Keep those ads coming...can't wait to see who is next!

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