



ABOUT THE BOOK

FROM children to adults, the universal appeal of trains transcends nearly every barrier. There is something mesmerizing about the size and power of locomotives and something equally spellbinding about building and playing with an electric train set.

AT one time, *Lionel* was one of the largest toy companies in the world—the Nintendo of their day. Decades later, as the love and popularity of trains endures, so do the intentions of Lionel for trains to be a source of fun, education, and family bonding.

INSIDE THE LIONEL TRAINS FUN FACTORY provides a fascinating trip through the rise, fall, and resurgence of Lionel, one of the manufacturing and pop icons in modern American life.

FROM how an iconic company is built to creating products that engender consumer loyalty through generations, few American companies can boast the experience, quality, history, and success of Lionel.

ANNOTATION INFORMATION

Title: Inside The Lionel Trains Fun Factory
 Author: Robert J. Osterhoff
 ISBN: 978-1-9336-0005-5
 Pub Date: November 2008
 Price: \$34.95
 Category: Nonfiction
 Pages: 248
 Trim: 10" x 10"
 Format: Hardcover
 Distributor: Baker & Taylor
 Publisher: Project Roar Publishing
 PR Contact: PRP Publicity
 (630) 653-7627

ABOUT THE AUTHOR

ROBERT J. OSTERHOFF is a retired executive of the Xerox Corporation who has conducted extensive international management consulting, specializing in the practices of business effectiveness, benchmarking, and knowledge management. With an MBA from the Rochester Institute of Technology, Robert has served on the Board of Examiners of the Malcolm Baldrige National Quality Award and as Treasurer and Director of the Baldrige Foundation.



A LOVER of Lionel trains since childhood, Osterhoff put his prodigious research and writing skills, along with his understanding of business models, into the writing of *Inside The Lionel Fun Factory*. Part business history, part folklore, the book provides a rich and unique insight into a company parlayed into role-model status, an impeccable brand, representing everything that was good in the highly competitive toy business.

INSIDE THE LIONEL TRAINS FUN FACTORY is Bob's third book, having previously authored *Greenberg's Guide to Lionel Paper and Collectibles* and *Greenberg's Guide to Lionel Prewar Parts & Instruction Sheets*.

A GRADUATE of Loras College in Dubuque, Iowa, Bob received a master's degree in business administration from Rochester Institute of Technology. Bob and his wife, Laura, have three married children and six grandchildren, and they live in the St. Louis area.

SUGGESTED INTERVIEW & ARTICLE TOPICS

- ◆ How to use hobbies to promote family values & learn practical knowledge
- ◆ Why the universal fascination with trains transcends time and age
- ◆ 5 tips for choosing a family hobby everyone will enjoy
- ◆ What American businesses can learn from the Lionel company
- ◆ 5 Reasons to bring toy manufacturing back to the US
- ◆ Business Basics – 5 tips for starting a successful business
- ◆ How a company becomes a brand



PROJECT ROAR PUBLISHING is dedicated to preserving the history of hobby collectibles, particularly trains. In 2001, John Schmid, President of Project Roar, turned the mutual love of trains he shared with his father into a thriving publishing company. John's father spent \$43,000 for a pile of papers at a Stout auction sale, leaving many to wonder what he would do with them. The pile of papers turned out to be thousands of priceless pages of Lionel company documents cataloging the history of the Lionel Train Company. Long infected by the model train bug, John Schmid now began working with his father, George, to create a company that would bring the history of the Lionel Train Company to life through books, and *Project Roar Publishing* was born.

ROBERT J. OSTERHOFF will be speaking throughout the country.

For more information about
 Robert J. Osterhoff
 &
Inside
The Lionel Trains Fun Factory
 please contact:
 PRP Publicity
 (630) 653-7627

PR & MARKETING PLAN

- ◆ Multi-city media and bookstore tour
- ◆ 50+ store book signings
- ◆ Aggressive national print and broadcast media campaign
- ◆ Online author tour
- ◆ Co-op available
- ◆ Author is a regular contributor to several cable news programs.