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The Kelloggs: The Battling Brothers of Battle Creek (Hardback)

By Howard Markel

Pantheon Books, 2017. Hardback. Condition: New. Language: English . Brand New Book. ***2017 National Book Critics Circle Award Finalist for Nonfiction*** What's more American than Corn Flakes? --Bing Crosby From the much admired medical historian (Markel shows just how compelling the medical history can be --Andrea Barrett) and author of An Anatomy of Addiction (Absorbing, vivid --Sherwin Nuland, The New York Times Book Review, front page)--the story of America's empire builders: John and Will Kellogg. John Harvey Kellogg was one of America's most beloved physicians; a best-selling author, lecturer, and health-magazine publisher; founder of the Battle Creek Sanitarium; and patron saint of the pursuit of wellness. His youngest brother, Will, was the founder of the Battle Creek Toasted Corn Flake Company, which revolutionized the mass production of food and what we eat for breakfast. In The Kelloggs, Howard Markel tells the sweeping saga of these two extraordinary men, whose lifelong competition and enmity toward one another changed America's notion of health and wellness from the mid-nineteenth to the mid-twentieth centuries, and who helped change the course of American medicine, nutrition, wellness, and diet. The Kelloggs were of Puritan stock, a family that came to...



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