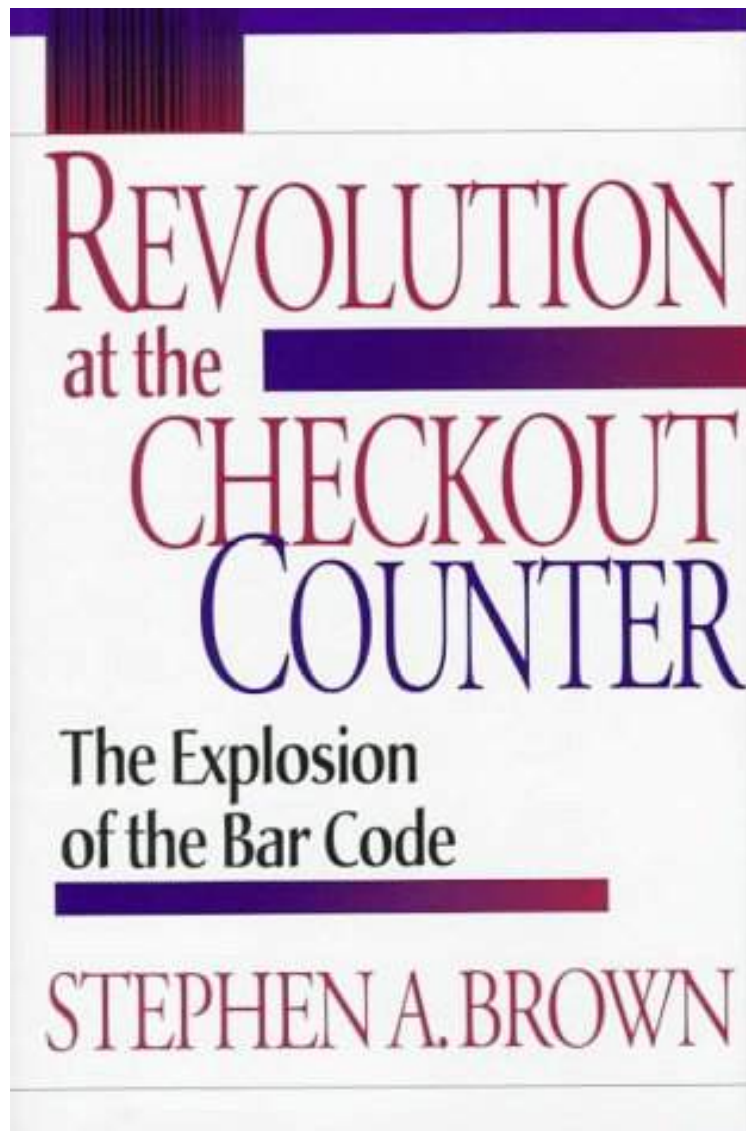


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8 of 11 review helpful Informative But Slow And Not Entertaining By Le Kang Naturally one wouldn't expect a book on the history of the bar code to be particularly entertaining This doesn't even manage to fulfill my lowest expectations Still the content is valuable for an understanding of how standards come about and also some tidbits on the future applications of barcodes I read this for a class I took on informati The Universal Product Code U P C a small rectangle of black and white bars adorns virtually every retail item we purchase Yet twenty five years ago the U P C was a mere kernel of an idea shared by a small cadre of manufacturing and chain store executives Here Stephen Brown the legal counsel of those pioneering executives traces its origin and evolution The development of the U P C illustrates the process of setting industry standards wit Revolution at the Checkout Counter is an absolute must for both business and food watchers It deserves to be a classic Stephen A Brown a Virginia attorney was himself part of the plot legally advising the pioneering grocery executives many of who

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