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Jeff Ryan's Super Mario: How Nintendo Conquered America excavates a memory embedded in the minds of millions of people. It involves a tiny mustachioed man, a blinking question mark, an angry mushroom with feet, and a bizarrely cheerful melody that is part anthem and part dog whistle.

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The idea for the series came when Durham was reading Jeff Ryan's Super Mario: How Nintendo Conquered America, Durham wished that the book would slow down and provide more depth to the games it covered. After finding there was no equivalent of 33½ for video games, Durham pitched the idea of the series to his friend, Ken Baumann, who agreed to ...

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