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Titolo	Judging a book by its cover : fans, publishers, designers, and the marketing of fiction / / edited by Nicole Matthews and Nickianne Moody
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Altri autori (Persone)	MatthewsNicole MoodyNickianne
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Approaches to the book cover -- pt. 2. What makes a book popular? -- pt. 3. 'The record of the filme of the book' : cultural industries and intertextuality -- pt. 4. Translating covers : moving audiences and the marketing of books.
Sommario/riassunto	How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. Judging a Book by Its Cover brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales

of young adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies.
