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Autore	Rubin Joan Shelley <1947->
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Sommario/riassunto	The proliferation of book clubs, reading groups, ""outline"" volumes, and new forms of book reviewing in the first half of the twentieth century influenced the tastes and pastimes of millions of Americans. Joan Rubin here provides the first comprehensive analysis of this phenomenon, the rise of American middlebrow culture, and the values encompassed by it. Rubin centers her discussion on five important expressions of the middlebrow: the founding of the Book-of-the-

Month Club; the beginnings of ""great books"" programs; the creation
of the New York Herald Tribune's book-review section
