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Nota di contenuto	America's Mark Twain -- The Innocents abroad and the American reader -- Marketing Mark Twain -- The trouble that began at eight: audiences for Twain's lectures -- Childhood reading -- Reading in cultural institutions -- The variety of readers: gender, race, ethnicity -- The global audience -- Mark Twain's audience and his afterlife.
Sommario/riassunto	<span><span>The unique contribution of this book is the focus upon the testimony of Twain's audience as a unique "reading community"- how his fiction intersected with their real lives, how he impacted American publishing, literacy, and educational reform, and how Americans loved the theatricality and humor that Twain brought to their lives. </span></span>