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Sommario/riassunto	The contributions to this volume consider the meaning and treatment of values in literature, literary analysis, and advertising in the Turkish-German context. The work of Selim Özdoan is strongly featured alongside examinations of texts by Emine Sevgi Özdamar, Deniz Utlu, and Cihan Acar. An excerpt from the English-language translation of Özdoan's novel <i>The Blacksmith's Daughter</i> , a discussion between the author and translators, as well as reports and reviews round out the volume.