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	Autore	BOCCACCIO, Giovanni <1313-1375>
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Sommario/riassunto

In the 20th century, cumulative millions of readers received books by mail from clubs like the Book-of-the-Month Club, the Book Society or BertelsmannClub. This Element offers an introduction to book clubs as a distribution channel and cultural phenomenon, and shows that book clubs and book commerce are linked inextricably. It argues that a global perspective is necessary to understand the cultural and economic impact of book clubs in the 20th and into the 21st century. It also explores central reasons for book club membership, condensing them into four succinct categories: convenience, community, concession and, most importantly, curation. This title is also available as Open Access on Cambridge Core.
