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Altri autori (Persone)	WhiteFrederick H. <1970->
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Nota di contenuto	The Andreevs. The early visual marketing of Leonid Andreev ; Marketing strategies: Vadim Andreev in dialogue with the Soviet Union ; The role of the scholar in the consecration of Leonid Andreev (1950s to present) ; Creating posthumous legacies: the power to consecrate and to blaspheme: Vadim Andreev's memories of childhood ; Market pressures: Vadim Andreev's incomplete memoiristic journey -- The Nabokovs. Nabokov and the publishing business ; Plaster, marble, canon: the vindication of Nabokov in post-Soviet Russia ; The visual marketing of Nabokov: who is the face of the Russian Lolita? ; "Nabokov-7": Russian postmodernism in search of a national identity ; Interpreting voids: Nabokov's last incomplete novel, The Original of Laura -- Conclusion.
Sommario/riassunto	Literature is not only about aesthetics, but also almost equally about the successful marketing of an author and his literary works. Ever since the two great Russian authors, Leonid Andreev and Vladimir Nabokov, created their own literary capital, cultural merchants have been preoccupied with the promotion of their respective posthumous legacies, maintaining the intricate network of personal interests that drive the preservation of literary reputations.