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Nota di contenuto	Introduction: J. J. vs. Joss: a love story -- First scripts: doctoring, conceiving and giving birth -- Getting the girl: Buffy, Felicity and Sydney -- What fresh hell: devils, angels, a firefly, lost -- Who we are and who we will be in Dollhouse and Fringe -- TV or not tv: no success like failure -- Oh, the horror: Cabin in the woods and Super 8 -- Hit and myth! defenders of the franchise -- The next Spielberg?