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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Life in search of readers : the Quinto Sol generation and the creation of a Chicano/a readership -- Characters as readers and as writers : a metaliterary reflection on the reading process -- (En)gendering the reader : Chicana literature and its implied audience -- Querido reader : linguistic and marketing strategies for addressing a multicultural readership -- Reading (in) the past : textual recovery and the history of (reading) Chicano/a literature.
Sommario/riassunto	In this examination of Chicano/a literature, Manuel M. Martin-Rodriguez analyzes the ways it connects with and is shaped by the interaction with its audiences.