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Sommario/riassunto	Literary culture has become a form of popular culture over the last fifteen years thanks to the success of televised book clubs, film adaptations, big-box book stores, online bookselling, and face-to-face and online book groups. This volume offers the first critical analysis of mass reading events and the contemporary meanings of reading in the UK, USA, and Canada based on original interviews and surveys with readers and event organizers. The resurgence of book groups has inspired new cultural formations of what the authors call "'shared reading.'" They interrogate the enduring attrac