

1. Record Nr.	UNINA9910520091803321
Autore	Bloom Clive
Titolo	Bestsellers: Popular Fiction Since 1900 / / by Clive Bloom
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030791544 3030791548 9783030791537 303079153X
Edizione	[3rd ed. 2021.]
Descrizione fisica	1 online resource (468 pages)
Disciplina	381.450020973 823.9109
Soggetti	Fiction Literature, Modern - 20th century Books - History Literature, Modern - 21st century Printing Publishers and publishing Fiction Literature Twentieth-Century Literature History of the Book Contemporary Literature Printing and Publishing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: Cham Switzerland: Palgrave Macmillan, 2021.
Nota di contenuto	1. Origins, Problems and Philosophy of the Bestseller -- 2. How the British Read -- 3 Genre: History and Form -- 4. Literature for Children -- 5. Further Thoughts on Literature for Children -- 6. Best-selling Authors Since 1900.
Sommario/riassunto	This book charts the publishing industry and bestselling fiction from 1900, featuring a comprehensive list of all bestselling fiction titles in the UK. This third edition includes a new introduction which features

additional information on current trends in reading including the rise of Black, Asian and LGBTQIA+ publishing; the continuing importance of certain genres and up to date trends in publishing, bookselling, library borrowing and literacy. There are sections on writing for children, on the importance of audiobooks and book clubs, self- published bestsellers as well as many new entries to the present day including bestselling authors such as David Walliams, Peter James, George R R Martin and far less well known authors whose books s sell in their thousands. This is the essential guide to best-selling books, authors, genres, publishing and bookselling since 1900, providing a unique insight into more than a century of entertainment, and opening a window into the reading habits andsocial life of the British from the death of Queen Victoria to the Coronavirus Pandemic. .

2. Record Nr.	UNISANNIOMIL0655100	
Titolo	Brand : ma quanto vale? / Gianfranco Bossi ... [et al.] ; a cura di Dolly Predovic	
Pubbl/distr/stampa	Milano, : EGEA, 2004	
ISBN	8823830761	
Descrizione fisica	VII, 296 p. ; 23 cm.	
Disciplina	658.8 658.827	
Soggetti	Marchi di fabbrica e di commercio	
Collocazione	POZZO LIB.ECON MON	804
Lingua di pubblicazione	Italiano	
Formato	Materiale a stampa	
Livello bibliografico	Monografia	