

Edited by Jaap Verheul

The Cultural Life of James Bond

Specters of 007

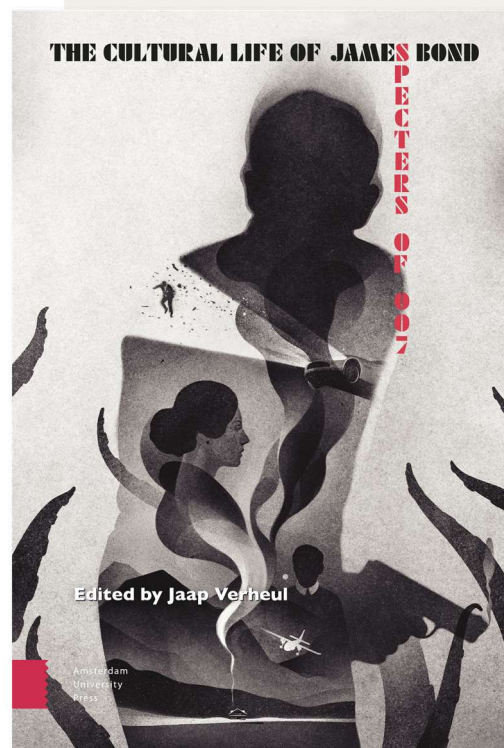
The release of *No Time To Die* in 2020 heralds the arrival of the twenty-fifth installment in the James Bond film series. Since the release of *Dr. No* in 1962, the cinematic James Bond has expedited the transformation of Ian Fleming's literary creation into an icon of western popular culture that has captivated audiences across the globe by transcending barriers of ideology, nation, empire, gender, race, ethnicity, and generation. *The Cultural Life of James Bond: Specters of 007* untangles the seemingly perpetual allure of the Bond phenomenon by looking at the non-canonical texts and contexts that encompass the cultural life of James Bond. Chronicling the evolution of the British secret agent over half a century of political, social, and cultural permutations, the fifteen chapters examine the Bond-brand beyond the film series and across media platforms while understanding these ancillary texts and contexts as sites of negotiation with the Eon franchise.

"One of the permanent gains we owe to 'new Bond studies' is the notion that James Bond is far more mobile a signifier than previous generations of critics imagined. The Cultural Life of James Bond makes an invaluable contribution to this widened view of 007. Situating the films in a range of new contexts, this trove of essays uncovers previously ignored and even unexpected connections between Bond and such phenomena as black casting and performance, postfeminism, modernism, transnational geographies and taste cultures, and the development of film, television, video game, and music industries across the globe. This book doesn't just remind us that Bond matters. It reminds us that Bond scholarship matters."

Colin Burnett, Washington University in St. Louis, author of *The Invention of Robert Bresson: The Auteur and His Market* (2017)

"This book brings together a supremely talented group of scholars to interrogate 007 in new and innovative ways. The result is a fresh and timely re-examination of the James Bond phenomenon's complicated relationship with popular culture, global media, and transnational geopolitics. The Cultural Life of James Bond is a must-read for 007 scholars and fans alike."

Professor Christoph Lindner, University College London, editor of *The James Bond Phenomenon: A Critical Reader* (2009)



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