

Edited by Helleke van den Braber, Jeroen Dera,
Jos Joosten and Maarten Steenmeijer

Branding Books Across the Ages

Strategies and Key Concepts in Literary Branding

For many, literature and marketing are considered opposite phenomena. This book discusses cases in which the two are closely connected. It argues that literature is subject to the same mechanisms as other commercial products: our experience of literary texts is prefigured by *brands*, trademarks that identify a product and differentiate it from its competitors. From the early modern period onwards, literary authors and their texts are constantly 'branded' and have been both the object and the trailblazer of a complex marketing process. The authors of this volume analyze this branding process throughout the centuries, focusing on the Netherlands. To what extent is our experience of Dutch literature prefigured by brands, and what role does branding play when introducing European authors in the Dutch literary field (or vice versa)? By answering these questions, *Branding Books Across the Ages* seeks to show how literary scholars understand branding – a phenomenon that has long been intertwined with literature.

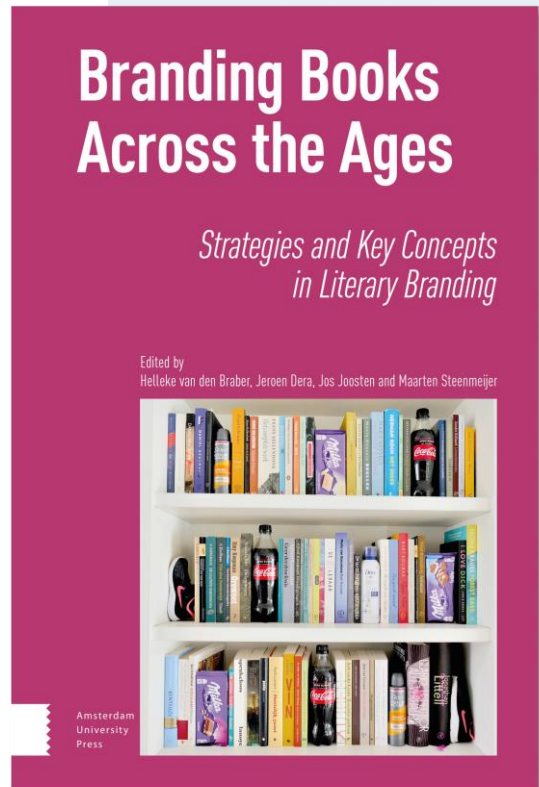
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