

THE MARKET LOGICS OF CONTEMPORARY FICTION

In the twenty-first century, leading publishers are under intense pressure from their conglomerate owners and shareholders to generate growth and profits. This book shows how these pressures have transformed the contemporary novel. Paul Crosthwaite argues that recent British and American authors have internalized the market logics of the financial sector and book trade, resulting in the production of works of “market metafiction” in which authors reflect obsessively on their writing’s positioning in the literary marketplace. *The Market Logics of Contemporary Fiction* reveals the entanglement of fictional narrative and market dynamics to be the central phenomenon of contemporary literary culture. It engages with work by key authors, including Iain Sinclair, Don DeLillo, Kathy Acker, Bret Easton Ellis, Chris Kraus, Percival Everett, David Foster Wallace, Colson Whitehead, Anne Billson, Hari Kunzru, Barbara Browning, Teju Cole, Ben Lerner, Tao Lin, Nell Zink, Joshua Cohen, Sheila Heti, and Garth Risk Hallberg.

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THE MARKET LOGICS OF CONTEMPORARY FICTION

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For Mel, Poppy, and Violet

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