Cambridge Elements

Elements in Publishing and Book Culture
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WRITING BESTSELLERS

Love, Money, and Creative Practice

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Writing Bestsellers

Love, Money, and Creative Practice

Elements in Publishing and Book Culture

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Abstract: While the term 'bestseller' explicitly relates books to sales, commercially successful books are also products of individual creative work. This Element presents a new perspective on the relationship between art and the market, with particular reference to bestselling writers and books. We examine some existing perspectives on art's relationship to the marketplace to trouble persistent binaries that see the two in opposition; we break down the monolith of the marketplace by thinking of it as made up of a range of invested, non-hostile participants such as publishing personnel and readers; we articulate the material dimensions of creative writing in the industry through the words of bestselling writers themselves; and we examine how the existence of bestselling books and writers in the world of letters bears enormous influence on the industry, and on the practice of other writers.

This Element also has a video abstract: www.cambridge.org/writingbestsellers

Keywords: bestsellers, creativity, writing, publishing, mutualism

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## Contents

Introduction ........................................ 1

1 The ‘Bestselling Writer’ Paradox .......... 12

2 Behind the Magician’s Curtain ............. 31

3 Bestselling Writers and Their Influence on Industry .... 55

Conclusion ....................................... 71

Bibliography ....................................... 74