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Cambridge Elements

Elements in Publishing and Book Culture
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ADAPTING BESTSELLERS

Fantasy, Franchise and the Afterlife of Storyworlds

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CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India
79 Anson Road, #06–04/06, Singapore 079906

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It furthers the University's mission by disseminating knowledge in the pursuit of
education, learning, and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781108731089
DOI: 10.1017/9781108589604

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First published 2019

A catalogue record for this publication is available from the British Library.

ISBN 978-1-108-73108-9 Paperback
ISSN 2514-8524 (online)
ISSN 2514-8516 (print)

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Adapting Bestsellers

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First published online: December 2019

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ABSTRACT: This Element looks at adaptations of bestselling works of popular fiction to cinema, television, stage, radio, video games and other media platforms. It focuses on ‘transmedia storytelling’, building its case studies around the genre of modern fantasy, because the elaborate storyworlds produced by writers like J. R. R. Tolkien, J. K. Rowling and George R. R. Martin have readily lent themselves to adaptations across various media platforms. This has also made it possible for media entertainment corporations to invest in them over the long term, enabling the development of franchises through which their storyworlds are presented and marketed in new ways to new audiences.

KEYWORDS: fantasy, bestsellers, adaptation, franchise, storyworlds, transmedia storytelling

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ISBNs: 9781108731089 (PB), 9781108589604 (OC)

ISSNs: 2514-8524 (online), 2514-8516 (print)

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