



Analysing the marketing in christmas time: An analysis of selling 3 books

Kathl Morgenstern

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Essay from the year 2009 in the subject Book Science, grade: 1,3, Edinburgh Napier University, language: English, abstract: Authors always have recognized the opportunity to make a lot of money and sell a lot of books when it comes to Christmas, but not only new books are being marketed. Literary classics are printed in new editions and advertised as special recommendation or “must-haves” for this season.

In this essay I will have a look at the ways the different books are marketed. In my analysis I will focus on three books that are being marketed during the festive season 2008. My focus will lie on a classic, which is Charles Dickens’ “A Christmas Carol”, a new work of literary fiction by J.K. Rowling, “The Tales of Beedle the Bard” and a celebrity biography by comedian Dawn French, called “Dear Fatty”. The paper will close with a conclusion on the role of the author and the publisher and the changes of it during the time.

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