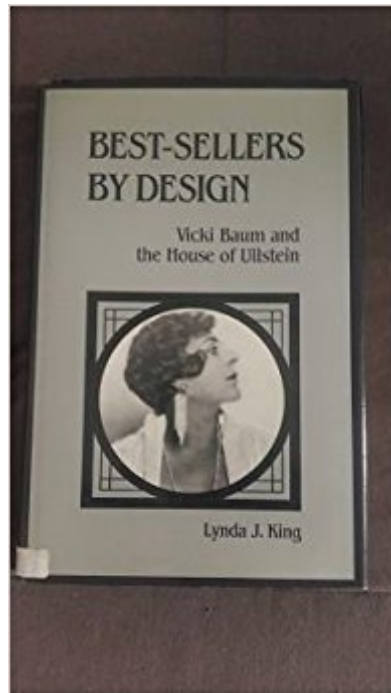




The book was found

Best-Sellers By Design: Vicki Baum And The House Of Ullstein



Synopsis

Focusing on the relationships among the publisher, the writer, and the reader, King provides a compelling case study involving the sociology of literature and the history of publishing in the context of Weimar Berlin. King begins with a thorough discussion of the economics of popular publishing from the nineteenth through the early twentieth century and then concentrates on the fascinating example of the House of Ullstein. She also details Baum's relationship with her publisher and Baum's conception of her art and its purposes in a commercial context. The work concludes with an in-depth analysis of *Grand Hotel*.

Book Information

Hardcover: 256 pages

Publisher: Wayne State University Press (July 1, 1988)

Language: English

ISBN-10: 0814320007

ISBN-13: 978-0814320006

Product Dimensions: 1 x 6.5 x 9.5 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #742,440 in Books (See Top 100 in Books) #139 in [Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry](#) #450 in [Books > Literature & Fiction > World Literature > European > German](#) #4960 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

Focusing on the relationships among the publisher, the writer, and the reader, King provides a compelling case study involving the sociology of literature and the history of publishing in the context of Weimar Berlin.

Lynda J. King, a Ph.D. in German from the University of Southern California, is an assistant professor in the Department of Foreign Languages and Literatures at Oregon State University. She has published a number of articles on nineteenth- and twentieth-century German literature

Ms King has really written a very authoritative book on that literary phenomenon of the 20's and 30's who was Vicki Baum. I used to read a lot in the family library when I was a boy. I remember that my

father had in very high esteem the collected works of Vicki Baum. There were four volumes of them in a beautiful Madrid de luxe Edition, with leather and everything. I was very curious about a writer who had been able to write so many novellas (she wrote like 50). To put it shortly, I decided to study chemical engineering because of her novel *WEeping WOOD* (A history of the Rubber Tree). And also, *HEADLESS ANGEL* (a romantic novel about the Mexican years of the Colony) made me long for adventures. Many years have elapsed and I always wanted to re-read those books, but with more information at hand, so I could savour what was before me. I found that information in the essay *BEST SELLERS BY DESIGN* by scholar Lynda King. She didn't write a biography in strict sense, but rather went very successfully to explain why Vicki Baum was such an exceptional literary phenomenon in the Berlin of the 20's and 30's. According to her exhaustive survey, Ms King says that Germany in those years was (because of the economic depression with an inflation of 5000%- people had to carry money in wheelbarrows) hungry for reading things that the man-in-the-street -like the enormous majority of the population was-, could achieve in life. The House of Ullstein (Germany's largest editorial Firm) found in the person of Vicki Baum the writer who could address the hearts of the ordinary people. And so and with the fashion of the epoch of delivering chapters each month in Ullstein's different publications destined to housewives, workers, even professional people, they were able to read a whole story on woman emancipation (*THE STORY OF HELENE WILLFEUER*) which produced antagonistic reactions. But it was Baum's first best-seller. And then came the quintessence of dreams-come-true, her most famous novel *GRAND HOTEL* in which Baum takes pains to show that an ordinary man as the hero who comes to Berlin from a small town manages to be admitted into the exclusive and aristocratic Grand Hotel and mingles with all sorts of important people before he dies (he's terminally ill). Grand Hotel has been used to explain what a best-seller is, but Ms King has written a very comprehensive allegory of it. I thoroughly enjoyed this essay with b/w rare photographs of Baum. And yes, it helped to recreate in my spirit those scenes of boyhood. It also helped to understand that Baum was a very talented writer, deep and skillful, and that the accusations of her being a writer of *TRIVIAL LITERATURE* were not shared by all literary critics of the day. Even today, says Ms King, opinion is divided. Baum chose otherwise because she needed the money and decided to write best-sellers. But what is true is that she remains a fascinating writer who can get you into the plot of her rich imagination. In short this is an essay which will appeal to all those interested in the making of a best-seller and some description of that most fastidious of cities which is Berlin.

[Download to continue reading...](#)

Best-Sellers by Design: Vicki Baum and the House of Ullstein Vicki Lansky's Divorce Book for

Parents: Helping Your Children Cope with Divorce and Its Aftermath (Lansky, Vicki) Tiny Houses: Minimalist Tiny House Living (Floor Plans Included) (tiny house construction, tiny homes, tiny house design, small houses, small homes, tiny house building, tiny house lifestyle, micro homes) House Plants: A Guide to Keeping Plants in Your Home (House Plants Care, House Plants for Dummies, House Plants for Beginners, Keeping Plants in Your Home, DIY House Plants Book 1) The Bag Book: Over 500 Great Uses and Reuses for Paper, Plastic and Other Bags to Organize and Enhance Your Life (Lansky, Vicki) It's Not Your Fault, Koko Bear: A Read-Together Book for Parents and Young Children During Divorce (Lansky, Vicki) Books: HOW TO STOP SINNING EFFORTLESSLY: Spiritual: Religious: Inspirational: Prayer: Free: Bible: Top: 100: NY: New: York: Times: On: Best: Sellers: List: In: Non: Fiction: 2015: Sale: Month: Releases: Popular: authors: BEST I See Myself (Vicki Cobb Science Play) Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood (Baum, Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood) The Road to Oz: Twists, Turns, Bumps, and Triumphs in the Life of L. Frank Baum Oz before the Rainbow: L. Frank Baum's The Wonderful Wizard of Oz on Stage and Screen to 1939 Coloring Books for Grownups Wizard of Oz: Vintage Coloring Books for Adults - Art & Quotes Reimagined from Frank Baum's Original The Wonderful Wizard of Oz Crochet Stories: L. Frank Baum's The Wonderful Wizard of Oz Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Have Some Pun: The Adult Coloring Book of Puns for the Dirty and Depraved Mind (Swear Word Best Sellers) Alexander the Great : Military Commander and King of Ancient Greece - Biography Best Sellers | Children's Biographies Easter Morning Minis Coloring Books: Miniature Coloring Book of Eggs, Blooms, Bunnies and Crosses; Easter Coloring Books for Kids in al; Easter ... Coloring Books for Adults Best Sellers in al Adult Coloring Book Best Sellers: Stress Relief Coloring Book for Adults: Garden Flowers, Mandalas, Animals, and Geometric Designs Tuscan Elements (Decor Best-Sellers) MANDALA COLORING BOOK - Vol.12: adult coloring books best sellers for women (Volume 12)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)