

#BookTok

Love & Gelato



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THANKS FOR THE MEMORIES

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BEACH

MILY HENRY



ALLY ROOM

AUTIFUL WORLD,
HERE ARE YOU



Missy Jones & The Six

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Booktok Trending 2025 Returns

**Inga Bergen, Frederike Gramm, Jonah
Grütters, Hannes Kolbe**



Booktok Trending 2025 Returns:

Writers' & Artists' Yearbook 2025 Bloomsbury Publishing, 2024-08-29 What is your best investment Buying a copy of the Writers Artists Yearbook Kimberley Chambers This bestselling Writers Artists Yearbook contains a wealth of information on all aspects of writing and becoming a published author plus a comprehensive directory of media contacts Packed with practical tips it includes expert advice from renowned authors and industry insiders on submitting to agents and publishers writing non fiction and fiction across different genres and formats poetry plays broadcast media and illustration marketing and self publishing legal and financial information writing prizes and festivals Revised and updated annually the Yearbook includes thousands of industry contacts and over 80 articles from writers of all forms and genres including award winning novelists poets and playwrights scriptwriters for TV radio and videogames If you want to find a literary or illustration agent or publisher would like to self publish or to crowdfund your creative idea then this Yearbook will help you New content for this edition includes articles on If at first you don't succeed by Jessica Irena Smith The importance of story development by Greg Mosse Writing for readers by Rachel McLean Creating a poetry comic by Chrissy Williams Ghosting writing other people's stories by Gillian Stern Romantic motifs by Sue Moorcroft How a publicist can help you by Hannah Hargrave Writing across forms by Rob Gittins Pitching your travel ideas by Jen Sim Benson The hybrid author by Simon McLeave The wealth of information is staggering The Times *Wie die Generation Z das Gesundheitswesen verändert* Inga

Bergen, Frederike Gramm, Jonah Grütters, Hannes Kolbe, 2025-10-17 Willkommen in der Welt der GenZ eine Generation die das Gesundheitswesen neu definiert In dem Sammelband *Wie die Generation Z das Gesundheitswesen verändert* Zukunftspositive Geschichten der neuen Generation teilen junge Autorinnen ihre Visionen und Erfahrungen die das traditionelle Verständnis von Medizin und Gesundheitsmanagement herausfordern Aufgewachsen in einer Zeit rasanter digitaler und demografischer Veränderungen bieten diese Autorinnen frische Perspektiven auf Medizin und Gesundheitsmanagement Sie hinterfragen etablierte Praktiken fordern digitale Optimierung und setzen sich für mehr Vielfalt und Innovation im Gesundheitswesen ein Von den Herausforderungen im Klinikalltag bis hin zu den Erwartungen junger Patientinnen dieses Buch beleuchtet wie die GenZ das Gesundheitswesen neugestaltet Mit Beiträgen von jungen Talenten und etablierten Fachleuten bietet *Wie die Generation Z das Gesundheitswesen verändert* einen umfassenden Einblick in aktuelle und zukünftige Trends im Gesundheitswesen Es ist eine unverzichtbare Lektüre für alle die an den Schnittstellen von Generationenwandel technologischer Innovation und Gesundheitsversorgung interessiert sind *Young Professionals in Publishing - Nachwuchskräfte im Verlagswesen* Lisa Gürtler, Joanna Rietl, Laura Marie Zinganell, 2025-04-28 This book provides an overview of the current developments in the publishing industry and demonstrates the role that young professionals play in this field Publishers are confronted with a variety of trends and challenges including the influence of social media digitalisation and the use of rapidly changing technologies as well as new business models and evolving

professional profiles within the publishing industry itself. Due to their digital affinity among other things, young professionals represent a significant potential source of strategic advantage for the publishing industry. However, what expectations do young people have of the labour market and how can an attractive working environment and job offer be created to attract and retain young professionals? This book, written by students who understand the challenges first hand, provides answers to these questions, offers clear recommendations for HR professionals as well as publishers and demonstrates how both sides can benefit from each other in the future. *Young Professionals in Publishing* was written with the support of GPT and translated into German. It was created as part of a university course at Johannes Gutenberg University Mainz and Edinburgh Napier University. Dieses Buch bietet einen Überblick über aktuelle Entwicklungen in der Verlagsbranche und zeigt auf, welche Rolle Nachwuchskräfte hierbei spielen. Verlage sehen sich mit einer Vielzahl von Trends und Herausforderungen konfrontiert, vom Einfluss der sozialen Medien über die Digitalisierung und den Einsatz sich schnell verändernder Technologien bis hin zu neuen Geschäftsmodellen und Berufsprofilen innerhalb des Verlages selbst. Nachwuchskräfte bringen u.a. durch ihre digitale Affinität viele Potenziale mit, die die Verlagsbranche strategisch für sich nutzen kann. Doch welche Erwartungen haben junge Menschen an den Arbeitsmarkt und wie können ein attraktives Arbeitsumfeld und Angebot geschaffen werden, um Berufseinsteigerinnen zu gewinnen und zu halten? Dieses Werk, verfasst von Studierenden, die die Herausforderungen aus erster Hand kennen, liefert Antworten auf diese Fragen, bietet klare Handlungsempfehlungen für HR-Verantwortliche sowie Verlage und zeigt, wie beide Seiten in Zukunft voneinander profitieren können. Das Buch wurde mit Unterstützung von GPT geschrieben und ins Deutsche übersetzt. Es entstand im Rahmen eines Universitätsseminars an der Johannes Gutenberg Universität Mainz und der Edinburgh Napier University.

Contemporary Fiction Study Aisha Khan, AI, 2025-02-19

Contemporary Fiction Study explores the current state of the fiction market, providing valuable insights into readership demographics and emerging literary trends. Crucially, the book highlights the impact of digital publishing and social media on how fiction is produced and consumed. For example, the rise of BookTok, a community on TikTok, has significantly influenced the sales and popularity of certain books, demonstrating the power of social media in shaping literary tastes. The book's unique value lies in its integrated approach, combining business aspects with social science perspectives to understand why specific works resonate with particular audiences. Starting with an overview of market segmentation and trend forecasting, the analysis progresses through detailed examinations of genres and reader communities, culminating in strategic recommendations for stakeholders. It uses a blend of quantitative data from industry reports and qualitative insights from interviews to explain the fiction ecosystem. Ultimately, this study provides a comprehensive guide for authors, publishers, and readers to navigate the complexities of the 21st-century literary landscape. By understanding the interplay of market forces, cultural values, and reader preferences, stakeholders can make informed decisions and appreciate the multifaceted nature of contemporary fiction.

Child as Citizen Giuliana Fenech, 2025-08-15 Contributions by Daniela Brockdorff, Nina

Christensen Jill Coste Katrin Dautel Justyna Deszcz Tryhubczak Giuliana Fenech Naomi Hamer Irena Barbara Kalla Anne Klomberg Sonali Kulkarni Elizabeth Leach Leung Ann Marie Murnaghan Emily Murphy Emilie Owens Nicola Parker Patrycja Poniatowska Meg Rosoff and Farriba Schulz *Child as Citizen Agency and Activism in Children's Literature and Culture* addresses children's and young adult agency and activism across literature and culture demonstrating how these forces influence child citizenship Contributors to this volume highlight the agentic voices and activist practices that are growing across all spheres of young people's lives as well as the challenges to active citizenship that children growing up in unjust sociopolitical contexts face The volume is interdisciplinary and draws on the sociology of childhood children's literature studies youth culture studies media technology and cultural studies and Anthropocene ecofeminist and disability studies Agency occurs in and around literature and storytelling and this collection establishes how it is always influenced by identity as well as geopolitics how it is both subjective and collective how it is cultural and embodied and how like citizenship it is not a static status but rather an ongoing negotiation In this collection contributors invite readers to consider agency as a system of relations between children themselves between children and adults children and institutions and children and nation states as well as between children and the nonhuman This book reviews the interconnectedness between these relationships and attempts to untangle some of the complications that emerge

The Global Author Economy Azhar ul Haque Sario, 2025-10-31 The publishing world has changed forever and this book is the map you need to navigate it This book is your complete guide to the global author economy It begins with the past You will learn how self publishing is not new but the original form of publishing We trace its history from ancient scribes to the modern digital age Then the book provides a massive global market analysis We dive deep into 15 different countries This includes the Anglosphere titans the USA UK Canada and Australia We explore European powerhouses like Germany France and Sweden We also unlock the BRICS frontier Brazil India and South Africa Finally we look at unique markets like Japan China Mexico the UAE and Nigeria For each country you get a practical breakdown This includes market trends top local companies and essential copyright laws The guide also covers the cutting edge of the industry You will learn how to use AI for marketing and research We explore the audiobook boom subscription models and direct to reader sales The book explains new business theories You will learn to be an authorpreneur You will understand how to build a global local strategy To finish we look to the future predicting the trends that will shape the industry from 2025 to 2035 What makes this book different from other publishing guides Most books are too limited They focus on just one platform like Amazon or one market like the US This book provides a truly global strategic perspective It gives you the Global Local Nexus model a unique framework for leveraging worldwide distribution platforms while applying targeted localized marketing to build a real connection with readers in different countries It isn't just a simple how to manual It is a comprehensive analysis that combines history practical market data emerging technology trends and powerful business models Other books may show you how to upload your file This book teaches you how to think

like a global CEO of your own writing business It s the ultimate resource for building a resilient diversified and sustainable international writing career Disclaimer This book is an independent analysis The author is not affiliated with sponsored by or endorsed by any of the companies mentioned such as Amazon Apple IngramSpark PublishDrive or others All trademarks and company names are the property of their respective owners and are used for identification and analysis purposes under nominative fair use

Knights & Heirs 2. Die Erben der Schlange Rena Fischer,2025-07-04 Mags Welt liegt in Scherben Nicht nur ihre Familie sondern auch Cyrus hat sie belogen Weder ihm noch den Knights kann sie l nger trauen Sie flieht von der Akademie um mehr ber ihre Kr fte und die Geheimnisse der Loge herauszufinden Die Suche f hrt Mags und ihre Freundin Stella zu den Rivalen der Knights den Heirs of the Serpent Was sie von ihnen erfahren stellt alles auf den Kopf was Mags zu wissen geglaubt hat W hrenddessen sind die Hunter der Knights Mags bereits auf den Fersen Unter ihnen auch Cyrus dessen Gef hle f r Mags seine Loyalit t infrage stellen Wie wird sein Herz entscheiden wenn er Mags erneut gegen ber steht

Evermind. Sie kennt dich Melissa C. Hill,2025-10-02 Ein berechnetes Leben Eigentlich sollte Livia das perfekte Leben f hren Schlie lich wurde ihre Zukunft von MAM berechnet einer K nstlichen Intelligenz die die Menschheit vor 200 Jahren vor dem Untergang rettete und seither das Leben aller gestaltet Ihre Freizeit verbringt Livia in den Sims t uschend echten Simulationen in denen die Welt vor der Klimakrise nachgestellt wird Auch ihren Job als Krankenpflegerin verdankt sie MAM Doch Livia beschleicht das Gef hl dass MAM bei ihrer Berufswahl einen Fehler gemacht hat und dass sich hinter der Fassade ihrer perfekten Gesellschaft ein dunkles Geheimnis verbirgt Wieso erkennt ihre Freundin Anouk sie pl tzlich nicht mehr Warum will sich der mysteri se Cassian immer wieder mit ihr treffen Und wieso spielen ihre Gef hle jedes Mal verr ckt wenn er sie ansieht Zu sp t merkt Livia dass es kaum etwas gibt das MAM nicht erf hrt Evermind Sie kennt dich Ein spannendes Jugendbuch ber k nstliche Intelligenz KI regiert die Welt Packendes Dystopie Buch f r Jugendliche ab 14 Jahren ber die Gefahren von k nstlicher Intelligenz Rebellion gegen die Allmacht Die 16 j hrige Livia hinterfragt die von der KI Multipurpose Artificial Mind vorgegebene Ordnung Starke Charaktere und gro e Emotionen W hrend Livia und der mysteri se Cassian einen Aufstand gegen MAM planen entdecken sie ihre Gef hle f reinander Mitrei end und hochaktuell Der dystopische Roman von Erfolgsautorin Melissa C Hill liefert spannende Einblicke in eine von KI kontrollierte Welt Eine dystopische Zukunft Das fesselnde KI Buch inspiriert junge Leser innen dazu sich kritisch mit der menschlichen Abh ngigkeit von Technologie auseinanderzusetzen

Irida 1. Irida und die Stadt der Geheimnisse Markus Heitz,2025-07-23 Raubgr ber im Wald ein geheimnisvoller Schl ssel und ein Vermisster in den Schlossbergh len in denen es obendrein spukt Irida und ihre Freunde die Furchtlosen gehen dem seltsamen Fall im beschaulichen St dtchen Hohenburg nach Doch sie ahnen nicht mit wem sie es zu tun bekommen Die Ereignisse f hren Irida auf die Spur der geheimen Anderswelt und von leibhaftigen Trollen die als Menschen getarnt unter den Einwohnern leben Die Kreaturen suchen seit langem den verborgenen Zugang in das mystische Reich wollen es erobern und an sich rei en Irida und ihre Freunde wissen nicht mehr wem sie trauen k nnen Der

Reihenauftritt in eine fantastische Welt voller Geheimnisse Trolle und magischen Kräfte *Das Dolce Vita Dilemma*
Stefanie Santer, 2025-07-04 Als die 16-jährige Lou für den Sommer aus London nach Italien reist, hofft sie ihrem Gefühlschaos und der Frage, was sie aus ihrem Leben machen soll, für eine Weile zu entkommen. In der idyllischen Kleinstadt Portobianco hat sie ihre halbe Kindheit verbracht und ein vielversprechender Sommerjob in einem schicken Hotel wartet auf sie. Doch kaum angekommen, fliegen zwischen ihr und Levi, dem mütterlichen Sohn der Hotelbesitzer, bereits die Fetzen. Als Lou auch noch den charmanten Rettungsschwimmer Mateo kennenlernt, ist das Gefühlschaos perfekt *Filterworld* Kyle

Chayka, 2025-01-21 From New Yorker staff writer and author of *The Longing for Less*, Kyle Chayka comes a timely history and investigation of a world ruled by algorithms which determine the shape of culture itself. From trendy restaurants to city grids to TikTok and Netflix feeds, the world-round algorithmic recommendations dictate our experiences and choices. The algorithm is present in the familiar neon signs and exposed brick of Internet cafes, be it in Nairobi or Portland, and the skeletal modern furniture of Airbnbs in cities big and small. Over the last decade, this network of mathematically determined decisions has taken over almost unnoticed, informing the songs we listen to, the friends with whom we stay in touch, as we've grown increasingly accustomed to our insipid new normal. This ever-tightening web woven by algorithms is called *Filterworld*. Kyle Chayka shows us how online and offline spaces alike have been engineered for seamless consumption, becoming a source of pervasive anxiety in the process. Users of technology have been forced to contend with data-driven equations that try to anticipate their desires and often get them wrong. What results is a state of docility that allows tech companies to curtail human experiences, human lives for profit. But to have our tastes, behaviors, and emotions governed by computers while convenient does nothing short of call the very notion of free will into question. In *Filterworld*, Chayka traces this creeping machine-guided curation as it infiltrates the furthest reaches of our digital, physical, and psychological spaces. With algorithms increasingly influencing not just what culture we consume but what culture is produced, urgent questions arise: What happens when shareability supersedes messiness, innovation and creativity, the qualities that make us human? What does it mean to make a choice when the options have been so carefully arranged for us? Is personal freedom possible on the Internet? To the last question, *Filterworld* argues yes, but to escape *Filterworld* and even transcend it, we must first understand it.

Haptische Werbung. Merchandising. Licensing. Michael Kleinjohann, 2025-12-17 Haptische Werbung, Merchandising und Licensing sind zentrale Instrumente des Marketings und der Marketingkommunikation, emotional wirksam, multisensuell erlebbar und ebenso vielfältig wie gezielt einsetzbar. Dieses Buch erklärt, wie diese Marketinginstrumente und ihre Mechanismen für Unternehmen erfolgreich funktionieren. Von historischen Ursprüngen über Marktdynamiken und rechtliche Rahmenbedingungen bis hin zu Markenführung, Management und strategischem Einsatz, bietet das Werk einen ganzheitlichen Überblick. Konkrete Praxisbeispiele aus den Bereichen Airlines, Automobile und Verkehrsbetriebe, Hotels, Städte und Regionen, Filme, Bücher, Mode, Sport, Musik, Museen und Kunst, Lebensmittel und Gastronomie sowie fundierte Marktanalysen und

zahlreiche Anwendungsszenarien zeigen auf wie Unternehmen vielfältige Potenziale mit Werbeartikeln sowie Merchandising und Licensing Produkten erschließen können Ein Grundlagenwerk für Experten aus Marketing und Vertrieb für Markenverantwortliche sowie für Interessierte aus Agenturen und Studierende **Meine Familie, die AfD und ich** Leonie Plaar, 2025-09-10 Wenn die Familie nicht mehr miteinander redet eine Geschichte der Entfremdung Leonie ist queer politische Aktivistin Historikerin und Tochter eines AfD Mitglieds Tatsächlich wählen fast alle ihrer nahen Verwandten die Alternative für Deutschland Bis sie die Reißleine zog und den Kontakt abbrach hat sie deren Radikalisierungsprozess also hautnah miterlebt Sie hatte einen Platz in der ersten Reihe bei Gesprächen zwischen AfDler innen die dachten sie wären unter sich über Jahre hinweg hat sie zugehört analysiert mitdiskutiert Vor allem aber musste sie erleben wie es sich anfühlt wenn der eigene Vater Teil einer Bewegung wird die sich gegen alle Werte richtet die Leonie verkörpert Angesichts der Diskussionen über die aktuellen politischen Entwicklungen über das Erstarken rechtskonservativer Ideologien vergessen wir manchmal dass diese eben nicht nur auf wissenschaftlicher oder öffentlicher Ebene stattfinden Die politischen Größen ziehen sich auch durch Familien Zu jedem Punkt im Wahlprogramm zu jedem Verschwörungsmythos und populistischen Wahlplakat gibt es persönliche Geschichten die sich überall in Deutschland abspielen An Kirchentischen auf Familienfeiern beim Grillen oder an Weihnachten Leonie erzählt ihre eigene Geschichte hinter den Partei Narrativen Sie macht die Radikalisierung der letzten Jahre entlang ihrer persönlichen Familiengeschichte nachvollziehbar und legt die private Seite hinter der Radikalisierung der AfD und ihrer Mitglieder offen Denn nichts ist so persönlich wie Politik Eine gesellschaftliche und politische Analyse und gleichzeitig die berührende Erzählung eines familiären Bruchs *Offline-Sein* Hannah Kanz, 2025 Im letzten Jahrzehnt haben sich digitale Geräte und Anwendungen in immer mehr Lebensbereiche eingeschrieben Diese Entwicklung wurde von einem digitalen Unbehagen begleitet das sich als Kritik an Vernetzung digitalen Medien und ständiger Erreichbarkeit popkulturell und alltäglich niederschlägt Offline Camps laden zur Naturerfahrung ein Tastenhandys werden zum neuen Symbol der Einfachheit und Smartphones bieten vorinstallierte Einstellungen für das digitale Wohlbefinden In der ethnographischen Studie untersucht Hannah Kanz soziotechnische Imaginäre und Praktiken die Entnetzung als einen qualitativ anderen Zustand hervorbringen Dafür arbeitet sie die Konstruktion von Offline Rhythmen heraus analysiert technische Objektpotentiale und neu entstehende Alltagsrhythmen Am Ende ist Entnetzung mit der grundlegenden Frage danach verbunden wie Menschen in Beziehung treten wollen mit sich selbst und mit ihren technischen und soziomateriellen Umwelten Hannah Kanz ist Empirische Kulturwissenschaftlerin und interessiert sich für die Techniken und Praktiken die gegenwärtige Alltage ausmachen Sie studierte Europäische Ethnologie und Geschichte an der Universität Innsbruck und der Queen's University Belfast Von 2020 bis 2025 war sie als wissenschaftliche Mitarbeiterin am Institut für Empirische Kulturwissenschaft der Universität Freiburg tätig **Atravesados** Trevor Boffone, Cristina Herrera, 2025-02-17 Contributions by Frederick Luis Aldama Trevor Boffone T Jackie Cuevas Cristina Herrera Alexander Lalama Angel Daniel Matos Regina Marie Mills Joseph

Isaac Miranda Jesus Monta o Domino Renee P rez Regan Postma Monta o Cristina Rhodes and Sonia Alejandra Rodr guez *Atravesados* Essays on Queer Latinx Young Adult Literature shows how Latinx queer YA writers discard the same old story and offer critical representations of queerness that broaden YA writing and insist on the presence of queer teens of color *Atravesados* draws on foundational Chicana queer theorist Gloria Anzald a s notion of *atravesados* to speak to the spectrum of queer youth Latinidades as they materialize in YA literature Los *atravesados* according to Anzald a are the squint eyed the perverse the queer the troublesome the mongrel the mulato the half breed the half dead in short those who cross over pass over or through the confines of the normal Los *atravesados* reside in the borderlands space of *ni de aqu ni de all* neither here nor there present yet liminal their queerness the very source of both frustration and empowerment a paradox of joy and tragedy Although written in 1987 Anzald a s theory speaks to the realities of queer Latinx teens that fill the pages of YA literature well into the twenty first century Characters such as Juliet from Gabby Rivera s *Juliet Takes a Breath* Aaron from Adam Silvera s *More Happy Than Not* or the titular Chulito from Charles Rice Gonzales s novel encompass the highs lows and everything in betweenness of queer Latinx teen lived experiences This collection tells their stories Contributors speak to the spectrum of queer youth Latinidades as they materialize in YA literature paying close attention to representation and the ways youth are portrayed whether accurate or stereotypical Close attention is paid to books that succeed in broadening the field of YA highlighting authors that draw from their own lived experiences and situate strong fully developed characters Taken together these essays move beyond the page explaining to readers why representation and authenticity matter in YA literature as well as the far reaching effects they can have for real world queer Latinx teens

The Digital Future of English Simone Murray, 2025-07-18 More than any other academic discipline literary studies is the creation of print culture How then can it thrive in the digital era Early 1990s predictions of the book s imminent demise presented a simplistic either or choice between the legacy of moribund print and triumphalist digital technology Yet we have grown to experience the two media as complexly interdependent and even complementary Clearly digital does not kill print But literary studies in the digital era cannot simply resume business as usual It is urgently necessary to reconsider the discipline s founding assumptions in light of digital technology The digital era prompts a rethinking of literary studies object of study as well as its methods theories audiences and pedagogical practices What counts as literature necessarily shifts in an age of proliferating born digital texts and do it yourself DIY online publication Where should literary studies sit institutionally and how might it graft contextually oriented social sciences methods onto its traditionally humanistic mode of textual analysis Why should literary study continue to marginalize emotional responses to texts when online communities bond via readerly affect Who is the audience for literary criticism in an age where expertise is routinely challenged yet communication with global book loving publics has never been technologically easier Finally how can we utilize digital tools to rejuvenate literary studies pedagogy and help English staff better connect with millennial age students Literary studies has been convulsed for decades

by debates over electronic literature and more recently digitally aided distant reading But these discussions still mostly confine themselves to demarcating our proper object of study We need to think more expansively about digital technology's impact on the underpinning tenets of the discipline Literary Media Studies is pitched at fellow literary scholars book historians media theorists cultural sociologists digital humanists and those working at the interface of these converging disciplines It models constructive engagement with contemporary digital culture Most importantly it brings a burst of sorely needed optimism to the question of literary studies digital future

Facebook vs TikTok Isaac Berners-Lee, AI, 2025-02-12 Facebook vs TikTok explains the fierce competition between two social media giants and its impact on global communication cultural trends and business The book explores the distinct strategies of these platforms concerning content creation user engagement and data utilization One intriguing insight is how TikTok's emphasis on short form video content has reshaped digital marketing strategies forcing even established platforms like Facebook to adapt It also highlights the influence of both platforms on cultural trends and social movements The book examines the evolution of social media business models and advertising ecosystems which are vital for anyone involved in digital marketing It presents a comparative perspective emphasizing the contrasting approaches of Facebook and TikTok Beginning with the origins of both platforms the book progresses to analyze user engagement cultural impact and advertising strategies The analysis is supported by financial reports market research and user behavior studies offering readers practical guidance for navigating the evolving digital landscape

Von der Idee zum Buch Alexander Mertens, 2025-04-29 Wie wird aus einem Manuskript ein Bestseller ber 20 Jahre Erfahrung im Lektorat mehr als 500 betreute Manuskripte unz hlige Stunden intensiver Zusammenarbeit mit Autoren aus allen Genres Alexander Mertens destilliert in diesem umfassenden Leitfaden das geballte Wissen seiner Karriere zu einem unverzichtbaren Kompendium f r jeden der ein Buch schreiben will Von der ersten vagen Idee bis zur erfolgreichen Vermarktung begleitet Sie dieser Ratgeber durch alle Phasen des Schreibprozesses Mertens enth llt die Geheimnisse gelungener Erz hlstrukturen zeigt wie Sie Ihre Texte auf professionelles Niveau heben und gibt Einblicke in die verborgenen Mechanismen des Buchmarktes die ber Erfolg oder Misserfolg entscheiden Anders als theoretische Schreibratgeber basiert dieses Werk auf der praktischen Arbeit mit Hunderten von Manuskripten mit all ihren St rken und typischen Schw chen Mertens identifiziert pr zise die Stolpersteine an denen Autoren regelm ig scheitern und liefert konkrete Strategien diese zu berwinden Egal ob Sie Ihren ersten Roman planen an einem Sachbuch arbeiten oder Ihre Autorenkarriere auf ein neues Level heben wollen dieses Buch wird Ihre Navigationshilfe durch den komplexen Prozess des Buchschreibens sein Eine Investition die sich in jedem Satz Ihres k nftigen Werkes auszahlen wird Wer ein Buch schreiben will kommt an diesem Ratgeber nicht vorbei

Still Reading Romance Josefine Smith, Kathleen W. Taylor Kollman, 2025-04-01 In a world that commodifies feminism is adapting romance novels for small and big screen projects and the Romance Writers Association is evolving to a more inclusive representative group it is imperative for researchers to reevaluate the cultural assumptions and

gender norming work happening in the romance genre It is time to question the cultural capital of traditional archetypes explore the experience of romance readers and question how romance and cultural studies researchers create quantitative qualitative and mixed methods research This work centers around a data set collected with a revised version of Janice Radway's Reading the Romance survey that will be shared with all the authors of this anthology By having access to this pool authors will have the opportunity to explore different elements of reader experience and cultural norms in romance fiction and potentially reflect on changes since Janice Radway's seminal work The norms and negotiations readers experience while consuming romance is especially interesting as romancelandia becomes a more mainstream part of popular culture with the popularity of Bridgerton and romance series like Ice Planet Barbarians exploding on BookTok No other book in romance or popular culture studies identifies a data set as the connecting element and to do so creates an exciting opportunity to create a more inclusive study of popular romance offer truly interdisciplinary research on the question of how readers read romance and generate diverse areas of future scholarship This edited volume explores multiple issues in romance fiction based on survey data from real romance readers An updated version of Janice Radway's influential survey looking at romance readers in the early 1980s this time scholars explore romance readers habits and attitudes in the twenty first century Each contributor in this volume uses the same survey data to make unique statements about gender intersectionality popular fiction and popular culture By using a common data set but approaching it from different perspectives this unique volume is able to apply multiple methodologies to the same subject

Storytelling Petra Sammer, 2025-05-06 Storytelling f r Kreative in Marketing und PR Behandelt die Grundlagen und neue Entwicklungen wie visuelles und transmediales Storytelling Data Storytelling sowie den Einsatz von KI Tools f r das Erz hlen im Unternehmen Ihr Kreativschub mit Kreativit tstechniken und inspirierenden Beispielen zu starken Stories Das Grundlagenwerk f r Kommunikationsprofis in 3 aktualisierter und erweiterter Auflage Unterhaltsam und fesselnd geschrieben mit vielen Praxistipps und Checklisten Storytelling hat sich l ngst als wirksames Kommunikationsinstrument in Marketing und PR etabliert Dieses Grundlagenbuch erstmals 2014 erschienen geh rt zu den Wegbereitern des Storytellings im deutschsprachigen Raum Petra Sammer Kommunikationsberaterin und Kreative demonstriert mitrei end wie man einpr gsame Unternehmens Marken und Produktgeschichten erz hlt Sie stellt legend re Kampagnen und aktuelle Beispiele vor und zeigt Schritt f r Schritt wie berzeugendes Storytelling gelingt Warum Storytelling Um Aufmerksamkeit zu wecken komplexe Botschaften verst ndlich zu vermitteln und Vertrauen in Marken Produkte und Unternehmen zu schaffen Fesselnde Geschichten entwickeln Die wichtigsten Bausteine Mechanismen und Erfolgsformeln f r erfolgreiche Geschichten kennen und souver n nutzen Die beste Geschichte finden Durch Kreativtechniken und Story Workshops zu wirkungsvollen Geschichten gelangen Kreativ erz hlen mit KI Mit ChatGPT Co die Core Story den Konflikt und die Helden herausarbeiten Core Stories Zukunftsnarrative Wie Marken und Unternehmen erfolgreich Werte vermitteln und Zukunftsbilder pr gen Die dunkle Seite des Erz hlens Verschw rungstheorien aufdecken und als Storyteller

Verantwortung übernehmen Von der Story zum Story Universum Visuelles Storytelling Data Storytelling immersives
Storytelling moderne Erzählformen in PR und Marketing

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