

The Bestseller Code



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Reviews

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(Ms. Kellie O'Hara I)

THE BESTSELLER CODE



Penguin UK Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - 'If you're someone who dreams of penning a bestseller, read this book' The Week 'What if the success of E.L.James and Dan Brown was not so random What if there were an algorithm that could pick out the bestseller DNA concealed within these books before they're published This is the audacious claim made by Jodie Archer and Matthew Jockers . Smart, savvy and full of ideas' Fiona Wilson, The Times Girl on the Train . Fifty Shades. The Goldfinch. Why do some books capture the whole world's attention In The Bestseller Code , Archer and Jockers boldly claim that not only can mega-hits be explained and identified - but they've built the algorithm to prove it. Using cutting-edge text mining techniques, they have developed a model that analyses theme, plot, style and character to explain why some books resonate more than others with readers. Provocative, entertaining, and ground-breaking , The Bestseller Code explores the hidden patterns at work in the biggest hits and, more importantly, the real reasons we love to read. 'Non-formulaic, eye-opening, deeply-researched - and really worth your time' GQ 'When a story captures the imagination of millions, that's magic. Can you qualify magic Archer and Jockers just may have done so' Sylvia Day, no.1 bestselling author 'The claims are eye-grabbing . . . and also highly plausible' Robert Douglas-Fairhurst, Spectator 'Thought-provoking and interesting . Here is a book worth reading' David Bond, Financial Times 256 pp. Englisch.



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