

Graphic novels now: building, managing, and marketing a dynamic collection

Goldsmith, Francisca, author

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Abstrak

In 1992, *Maus*, a graphic novel by Art Spiegelman, won the Pulitzer Prize. The genre has been growing ever since, appealing to the visual-oriented Gen-X and Gen-Y, as well as to reluctant readers, those of all ages seeking alternative viewpoints, and anyone willing to take both image and word into consideration.