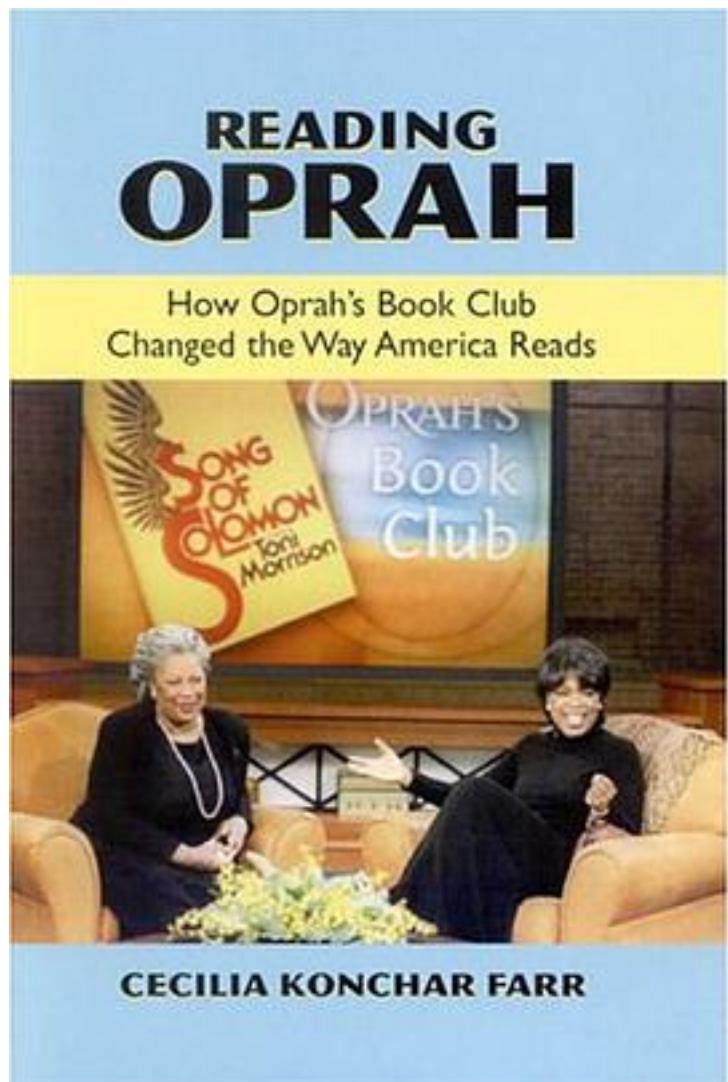


Reading Oprah



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Oprah's Book Club sparked a revolution among readers by bringing serious contemporary novels to the attention of a wider audience. The Oprah's Book Club seal on a book led to instant fame and bestseller status for authors--but, how did Oprah change the way America reads and values books? Reading Oprah suggests that Oprah initiated an all-important mantra--trust readers. Not only did the public start reading accessible novels, but they also would snatch up formidable titles and read them with a growing confidence and skill. Then, they would talk about them, giving them a life beyond the reader and text.

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