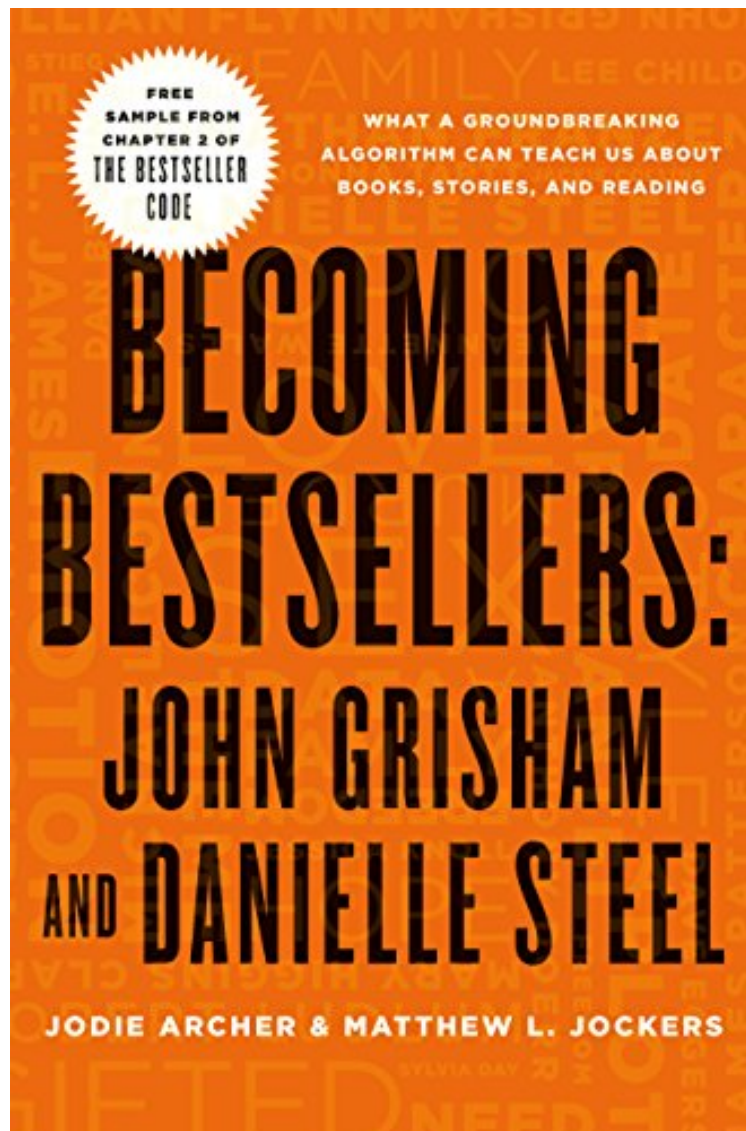


[Free pdf] Becoming Bestsellers: John Grisham and Danielle Steel (Sample from Chapter 2 of THE BESTSELLER CODE)

Becoming Bestsellers: John Grisham and Danielle Steel (Sample from Chapter 2 of THE BESTSELLER CODE)

Jodie Archer, Matthew L. Jockers
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Jodie Archer, Matthew L. Jockers : Becoming Bestsellers: John Grisham and Danielle Steel (Sample from Chapter 2 of THE BESTSELLER CODE) before purchasing it in order to gage whether or not it would be worth my time, and all praised Becoming Bestsellers: John Grisham and Danielle Steel (Sample from Chapter 2 of THE BESTSELLER CODE):

24 of 26 people found the following review helpful. With that kind of exposure an author would need to have written a

very poor book to fail. By D. W. Kavanaugh I read the "sneak peek" chapter last night. The information it contained was intriguing and helpful, however, I have a problem with their obvious disdain for fantasy and science fiction. They claim that the bestselling Harry Potter and Game of Thrones novels were flukes that only appeared on the NYT list briefly. They also claim that the bestselling topics and overarching theme chosen by the computer makes it clear that fantasy and science fiction could never make the bestseller list. What they fail to notice is that the favored theme of human connectedness and the most common topics of family life/relationships and crime and violence appear in abundance in Harry Potter and GOT. In other words, they were bestsellers (Harry Potter sold 450 million worldwide and made Rowling a billionaire) for the very reason this algorithm claimed Steele and Grisham are bestselling authors. So much for the public rejecting fantasy. The other problem I have is that the authors chose to focus on the NYT bestseller list. This list is obviously biased in favor of books published by the big 5 NY publishing companies. The Martian is probably the only self-published digital book to make the list and that only happened because it was made into a movie. As for the likes of Grisham, Steele, Nora Roberts/J D Robb, Jodi Picoult, etc. who are the darlings of the big publishers (rightfully so), of course their books sell in the millions. Yours would too if it appeared on the shelves of every grocery store, drug store, bookstore and airport in the country. With that kind of exposure an author would need to have written a very poor book to fail. Finally, this algorithm was created by two individuals using their parameters. Can they honestly say that the information they have gleaned is completely unbiased? All that being said, this is just one chapter in the book. Perhaps subsequent chapters are less insulting and are more inclusive of other genres. I don't know. Right now I can't even look at the table of contents. In any case, I will wait for more reviews before I consider spending \$15 for the hardcover version.

2 of 2 people found the following review helpful. A computer wrote this book!!! By Customer I'm rather ambivalent about this free sample. I don't know if I should feel gracious or what. The book reads like it was written by a computer. The narrative is not entertaining but stiff with no real personality. It felt like I was reading a book on tax code. like...cold and impersonal. I wanted to feel like it was a human author, where was the human touch, where was the humor? It felt like a robot was talking to me!!! I WAS not compelled to purchase complete book. There are many other out there that do the same thing. I think in the future they will reveal to us that a computer wrote this book.....don't be shocked..i won't be surprised..it's already a reality. Will I buy the complete book? Nah...I will wait until it comes out in the library....but not now...so 3 stars for effort.

1 of 1 people found the following review helpful. A Word of Warning By EVSI found out about this research a while ago, and was looking forward to the book. The premise is perfect: science examining art and thus illuminating human condition. Well, examine it did, illuminate ndash; not so much. I found myself simultaneously impressed with the depth of the research and disappointed with the triviality of the findings. Moreover, as much as the authors hope that their formula will open publishing industry to new writers overlooked otherwise, I have a feeling it will only serve to build more, higher walls, imprisoning writers in even tighter cells. Ironically, what would mediate the potential for abuse is making the formula available to the public in the form of a readily accessible test. It's just the question of time until application of this or similar math becomes obligatory among agents and publishers. If the potential success or failure of an artist's project is going to depend on a formula, the artist should have the right to face his accuser.

This sneak peek teaser - featuring literary giants John Grisham and Danielle Steele - from Chapter 2 of *The Bestseller Code*, a groundbreaking book about what a computer algorithm can teach us about blockbuster books, stories, and reading, reveals the importance of topic and theme in bestselling fiction according to percentages assigned by what the authors refer to as the "bestseller-ometer." Although 55,000 novels are published every year, only about 200 hit the lists, a commercial success rate of less than half a percent. When the computer was asked to "blindly" select the most likely bestsellers out of 5,000 books published over the past thirty years based only on theme, it discovered two possible candidates: *The Accident* by Danielle Steel and *The Associate* by John Grisham. The computer recognized quantifiable patterns in their seemingly opposite, but undeniably successful writing careers with legal thrillers and romance. In Chapter 2, Archer and Jockers analyze this data and divulge the most and least likely to best sell topics and themes in fiction with a human discussion of the "why" behind these results. *The Bestseller Code* is a big-idea book about the relationship between creativity and technology. At heart it is a celebration of books for readers and writers—a compelling investigation into how successful writing works.