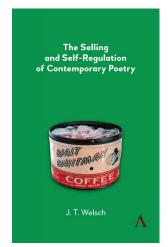


ANTHEM PRESS



The Selling and Self-Regulation of Contemporary Poetry

By J.T. Welsch

Pub Date: 31 March 2020

Binding: Hardback

Price: £80.00 / \$125.00

ISBN: 9781785273353

Extent: 250 pages

Size: 153 x 229 mm /

6 x 9 inches

BISAC CATEGORY: LITERARY CRITICISM / Poetry

LITERARY CRITICISM / Books & Reading, LANGUAGE

ARTS & DISCIPLINES / Publishing

BIC CODE: DC

BISAC CODE: LIT014000

RIGHTS

Exclusive: WORLD

A book-length study of the contemporary poetry industry

The Selling and Self-Regulation of Contemporary Poetry is the first book-length study of the contemporary poetry industry. By documenting radical changes over the past decade in the way poems are published, sold, and consumed, it connects the seemingly small world of poetry with the other, wider creative industries. In reassessing an art form that has been traditionally seen as free from or even resistant to material concerns, the book confronts the real pressures - and real opportunities - faced by poets and publishers in the wake of economic and cultural shifts since 2008. The changing role of anthologies, prizes, and publishers are considered alongside new technologies, new arts policy, and re-conceptions of poetic labour. Ultimately, it argues that poetry's continued growth and diversification also leaves individuals with more responsibility than ever for sustaining its communities.

Contents

Introduction - An Essential Industry: PoBiz in the New Millennium; Part I: New Markets; 1. The Generation Game: Anthologising the New Consensus; 2. Shortlisted Against My Ruins: Scandals in the New Prize Culture; 3. Poetry as Content: The Network Value of Lyrical Thought; Part II: New Products; 4. Full-Length: The Rise & Reification of the Modern Poetry Collection; 5. Poetic Devices: Book Technologies of a Retro-Future; 6. The Big Debut; Part III: New Policy; 7. Creative Capital: The Consolidation of London's Poetry Power; 8. Plagiarism Police and the Re-Conception of Originality; 9. Practice-Based Priorities: Studying Poetry Across the Creative-Critical Divide; Part IV: New Producers; 10. Poetry & Work: Some Thoughts on Paterson; 11. Delighted & Humbled: The Poet as Entrepreneur; 12. The Promise of Professionalism; Conclusion - The Poetry Game: Markets & Metrics of Anxiety; Index.

About the Author

J. T. Welsch is a writer and critic, and a lecturer in english and creative industries at the University of York,

Ordering in North America

Books International P.O. Box 605, Herndon, VA 20172-0605 United States

bimail@presswarehouse.com

Tel: +1 703 661 1570 | Fax: +1 703 661 1501

Ordering in the UK/Rest of the World

NBN International Airport Business Centre 10 Thornbury Road Plymouth, PL6 7PP

Tel: 01752 202301 | Fax: 01752 202333 NBNi.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books C/- Alliance Distribution Services (ADS) 9 Pioneer Ave. Tuggerah NSW 2259, Australia

Tel: +61 (02) 4390 1300 | Fax: 1800-66-44-77 adscs@alliancedist.com.au

75-76 Blackfriars Road | London SE1 8HA | United Kingdom | Tel: +44 (0)20 7193 7371 244 Madison Ave. #116 | New York | NY 10016 | United States | Tel: +1 646 736 7908 info@anthempress.com | sales@anthempress.com | publicity@anthempress.com | www.anthempress.com