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Graphic Novels Now: Building, Managing, and Marketing a Dynamic Collection

Francisca Goldsmith

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Graphic Novels Now: Building, Managing, and Marketing a Dynamic Collection Francisca Goldsmith 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. "Graphic Novels Now" helps librarians new to the genre with all the key issues related to these unique books. Expert author Francisca Goldsmith shares smart advice, from how to develop a well-rounded collection by finding reviews and reliable publishers and distributors to shelving, cataloging, and preserving these unique books. This guide also features tips on marketing and promoting the graphic novel collection, as well as how to create dynamic programs such as artist visits and how-to cartooning workshops. Going beyond the comic book, author and YA specialist Goldsmith answers her colleagues' many questions that arise in dealing with one of her favorite kinds of literature: What are graphic novels? How do I create a graphic novel collection development policy? What processing challenges will I face, and how do I address problems? Who are my customers for graphic novels and how do I attract them? Are these titles going to be challenged by my colleagues and the community? How do I cope? Where can I find resources? With passionate advocacy, Goldsmith identifies best practices to incorporate graphic novels into library collections from start to finish. By focusing on monographic works in a practical, in-depth professional discussion, this guide helps librarians grapple with the details of a growing genre and customer base that rarely fits into an easy model. Librarians in public and school libraries, as well as special libraries, will find this book an invaluable resource in maximizing these collections.

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