p.7

What the Book Cover Is

p.61

What the Book Cover Was

p.89

What the Book Cover Does

p.159

Why the Book Cover Matters

p.185



p.217

Two Case Studies: Ulysses and Moby-Dick

p.233

The Future of the Book Cover

p.249

CONCLUSION:

Conversations at the Edge

p.257

Glossary ... 278
Notes ... 280
Credits ... 282
Acknowledgments ... 285
Index ... 286