



**Gemeinschaftliche Lektüre im Social Web:  
Untersuchungen zum Potenzial von Online-  
Leserunden für die Buchbranche (Initialen)  
(German Edition)**

*Katharina Liehr*

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## **Gemeinschaftliche Lektüre im Social Web: Untersuchungen zum Potenzial von Online-Leserunden für die Buchbranche (Initialen) (German Edition) Katharina Liehr**

Magisterarbeit aus dem Jahr 2011 im Fachbereich Buchwissenschaft, Johannes Gutenberg-Universität Mainz, Sprache: Deutsch, Abstract: „Reading is solitary, but that’s not its only life. It should have a talking life, a discourse that follows.”

Katharina Liehr behandelt in einer Bestandsaufnahme die Verbreitung von Online-Leserunden im deutschsprachigen Internet. Ein Fokus liegt dabei unter anderem auf der Möglichkeit für das Marketing einzelner Buchtitel. Gleichzeitig nimmt die Autorin Bezug auf die inhaltlichen Aspekte online durchgeführter Reading Groups, um bspw. die Relevanz der Autoreneinbindung herauszuarbeiten. Dieser bisher wenig beachtete Bereich der Buchvermittlung wird im Zeitalter des Social Networking immer bedeutsamer.

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