

Rebranding Book Covers of Foreign Editions

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Abstract

This study aims to reveal the process and the purpose of rebranding book covers for foreign editions. Different perspectives and involvements on this procedure, such as publishers, authors and designers are mentioned with the aid of existing or new interviews that were conducted for this study. Additionally, the examination of book cover designs from around the world, different design approaches are identified and covered. The debate about whether there is a national design style in cover designs and whether it is a good idea to change cover design for every local market are enlightened with a conducted survey on the readers' choices of different book cover designs. The differences on cover style and marketing strategies between the UK and the USA is widely known in the publishing world, so, in this study, it is also aimed to input Turkey –as an additional perspective– to the discussion with its developing European style.