

Now All We Need Is a Title: Famous Book Titles and How They Got That Way

André Bernard



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André Bernard has researched the stories behind more than one hundred of the most famous titles in the English language to produce a fascinating volume rich in literary anecdote and publishing lore. *The Great Gatsby* was almost titled Trimalchio in West Egg, while some unknown editor told William L. Shirer, "Please God, don't ask us to publish a book called The Rise and Fall of the Third Reich." It's a wonderful romp among the literary monuments.Raymond Chandler to Alfred A. Knopf: "I'm trying to think of a good title for you to want me to change."

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