

# The Frankfurt Book Fair and Bestseller Business

by Beth Driscoll and Claire Squires



## A Teaching Guide

### Chapter 1 'What is Book Buzz?'

- Using the theory of 'buzz' in Chapter 1, create rumours/buzz about a made-up book or Blaire Squiscoll's The Frankfurt Kabuff on social media platforms
- Create some content marketing for The Frankfurt Book Fair and Bestseller Business (e.g. a quiz, a TikTok challenge)

### Chapter 2 'Big, Small, Nowhere at All'

- What would a VR version of the Frankfurter Buchmesse be like? Or, for a more low-fi experience, what would a guided meditation that walked you through the fair sound like and include?
- Create a map for a virtual Frankfurt Book Fair. What's at the centre and where are the edges?

### Chapter 3 'Carnavalesque'

- Carnival: think back to moments of great upheaval in history (e.g. May 1968, as we write about in Chapter 3). What role did publishing play in those revolutions? What books would you have published into them?
- What canapés would you serve at the Buchmesse? Why?

### Conclusion 'The Broom of History'

- Should the Buchmesse ever happen again, with regard to waste/environmental sustainability & climate crisis?
- Who are the losers when the Buchmesse goes virtual? Are there winners? Are these the same as the insiders/outsideers at the Fair?

Use these hashtags (and/or create your own) and share all your ideas and images so we can follow along: **#tbfabb**  
**#frankfurtbuzzness**

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