

Community Cookbook Crossovers: From Regional to Mainstream Markets (and Back Again)

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Beginning in the 1950s, the American market for cookbooks was transformed from one with a small number of all-purpose cookbooks to one overflowing with cookbooks competing for space on bestseller lists. In order to fulfill the demand for unique and inventive cookbooks, publishers began to buy the rights to community cookbooks: self-published fundraising cookbooks by women's associations. However, and as this talk will explore, although a crossover into nationally-distributed mainstream markets seemed to promise more visibility and therefore greater financial rewards for associations, community cookbook self-publishers were often more successful at marketing, selling, and creating long-lasting cookbook 'classics' than traditional publishers.

Bio:

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