

Contents

Notes on Citation ix

Introduction: The Economics of Narrative	1
The Role of Economic Criticism	2
The Importance of the Publishing Context	13
Literature as Transaction	16
The Notion of Literary Value	23
Balzac, Dostoevsky, and Zola	35
1. Balzac: Narrative as Business	41
"Phrase-Mongers" (<i>Marchands de phrases</i>)	45
<i>La Torpille</i> : Experiments in Narrative Value	56
<i>Esther</i> : The Prospectus, Production Model	63
<i>Lucien</i> : Deconstructing the Prospectus	79
<i>Vautrin</i> : <i>Vautrin</i> or <i>Vaut rien</i> —Who Decides?	89
2. Dostoevsky: Who Buys the Story?	99
Reform, Experiment, and the Novel	102
How to Write a Novel?	119
The Novel as Prospectus	126
The Rejection of Prospectus	153
Auction: The Return of Commercial Value	156
Speculation	165

3. Zola: The Business of Narrative	183
The Commercialisation of the Book	184
The New Economics of Fiction	191
Zola as Promoter of Story and Book	200
From Promoter to Managing Director	205
<i>La Curée</i> : The Narrative of Business	214
<i>L'Argent</i> : The Business of Narrative	227
 Conclusion: Accounts	 249
 <i>Appendix A: Serialisation of The Brothers Karamazov</i>	 255
<i>Appendix B: The Thirty-Eight Retellings of the Murder of Fedor Karamazov</i>	257
Notes	261
Acknowledgements	311
Index	313