

HARRY POTTER

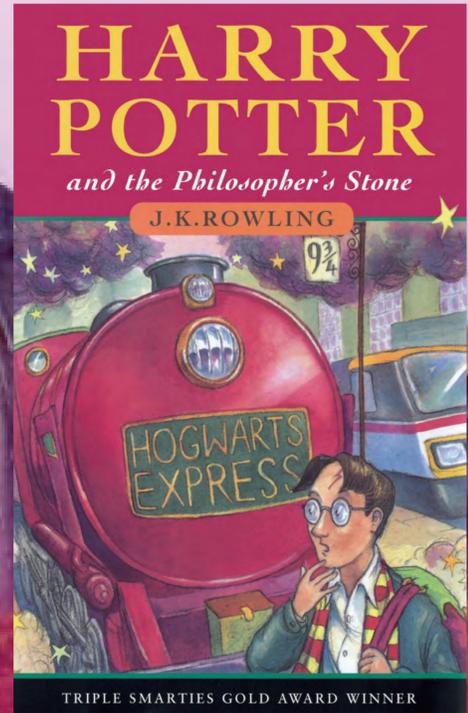
J.K. Rowling



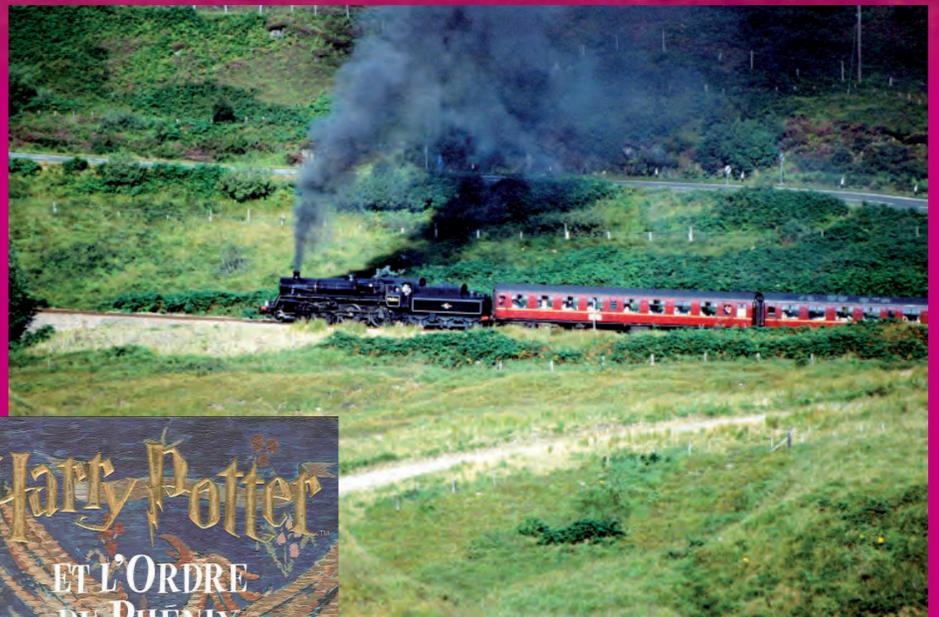
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J.K. Rowling's *Harry Potter and the Philosopher's Stone*, the first in an eventual sequence of seven novels, was published without fanfare in the UK by Bloomsbury in 1997. The sequence had been planned by the author as a single narrative. By the time of

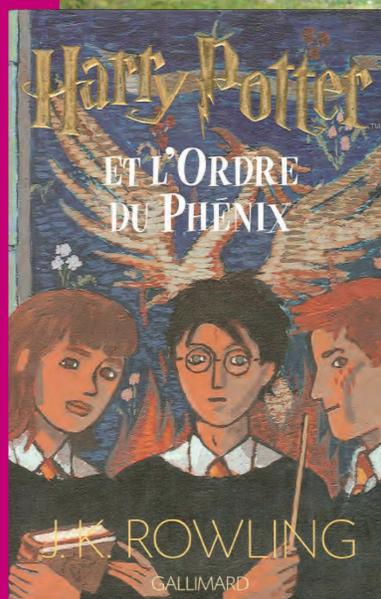
its completion with *Harry Potter and the Deathly Hallows* in 2007 it had gripped the imaginations of children (and adult readers) around the world as well as proving a huge commercial success. The original UK publication of *Philosopher's Stone* had garnered a very positive reputation through word of mouth. Rowling in the meantime received an award from the Scottish Arts Council to enable her to complete the sequel *Harry Potter and the Chamber of Secrets* published in 1998. By that stage, *Philosopher's Stone* had won the Smarties Prize for children's fiction and sold over 30,000 copies. Scholastic in the USA was so enthusiastic about *Philosopher's Stone* that it bought American rights for a six-figure sum and began to promote it intensively. Although the general background of a boarding school might seem to draw on a characteristically British strand of children's narrative from Billy Bunter to the Chalet School, the Harry Potter novels found universal appeal. Bloomsbury was able to sell foreign-language rights across the globe and international coordination of publication of the succeeding volumes was required. This global impact was reinforced through the consequent appearance of the film versions. However, Harry Potter really changed the world through its creation of an enthusiasm for reading and books in a generation surrounded by screens and images. *Harry Potter and the Deathly Hallows* sold over 11 million copies in the first 24 hours of publication.



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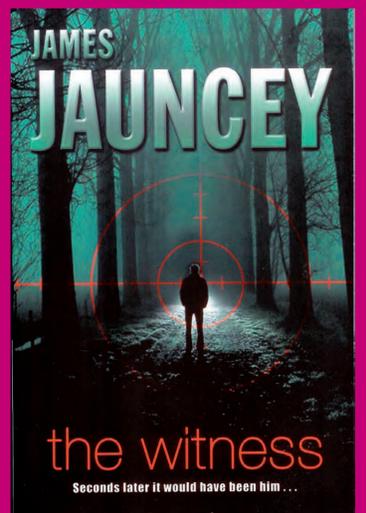
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