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Boydell Brewer Ltd, United Kingdom, 2013. Hardback. Condition: New. Language: English . Brand New Book. In the wake of the many passionate responses to its predecessor, *Studies in Medievalism 22* also addresses the role of corporations in medievalism. Amid the three opening essays, Amy S. Kaufman examines how three modern novelists have refracted contemporary corporate culture through an imagined and highly dystopic Middle Ages. On either side of that paper, Elizabeth Emery and Richard Utz explore how the Woolworth Company and Google have variously promoted, distorted, appropriated, resisted, and repudiated post-medieval interpretations of the Middle Ages. And Clare Simmons expands on that approach in a full-length article on the Lord Mayor's Show in London. Readers are then invited to find other permutations of corporate influence in six articles on the gendering of Percy's *Reliques*, the Romantic Pre-Reformation in Charles Reade's *The Cloister and the Hearth*, renovation and resurrection in M.R. James's *Episode of Cathedral History*, salvation in the *Commedia* references of Rodin's *Gates of Hell*, film theory and the relationship of the Sister Arts to the cinematic *Beowulf*, and American containment culture in medievalist comic-books. While offering close, thorough studies of traditional media and...

Reviews

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