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Comments From the Book Review Editor

David Sumner

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Comments From the Book Review Editor

David Sumner, Ball State University
sumner@bsu.edu

I always enjoy reading stories about successful editors and publishers who launch new magazines or reposition sagging magazines and make them successful. The secrets of Henry Luce, Harold Ross, Condé Nast, or J.I. Rodale give today's aspiring editors and entrepreneurs clues to combining marketing savvy with appealing editorial content. Three of the book reviews in this edition of the *Journal of Magazine & New Media Research* offer glimpses into some successful magazines of the past 100 years. Two of the books are about *Cosmopolitan*, which in its lifetime has repositioned both its content and its audience a few times. The most recent incarnation, however, came under the legendary leadership of Helen Gurley Brown, who made it into the lusty and gutsy guide to sex and the good life for young women for which it is now known.

Ellen Gerl of Ohio University reviews *Bad Girls Go Everywhere, The Life of Helen Gurley Brown*, while Miglena Sternadori of the University of South Dakota reviews *The Improbable First Century of Cosmopolitan Magazine*. Scott Fosdick of San Jose State University reviews *Inside the Hollywood Fan Magazine: A History of Star Makers, Fabricators, and Gossip Mongers*. This genre thrived in the 1930s, which many regard as Hollywood's "Golden Era" in the midst of the Depression. Finally, Kevin Lerner of Marist College shifts gears to review Jack Hart's new how-to guide to writing narrative nonfiction, *Storycraft*.

I am actively looking for book reviews about magazines, magazine history, magazine publishing, or feature writing and editing. Unsolicited reviews and queries are welcome. I look forward to this new job and to hearing from you.

David E. Sumner is a professor of journalism at Ball State University and author of The Magazine Century: American Magazines Since 1900 (Lang, 2010) and co-author of Feature and Magazine Writing: Action, Angle and Anecdotes (Wiley, 2nd ed., 2009) and Magazines: A Complete Guide to the Industry (Lang, 2006). He is currently working on the third edition of Feature and Magazine Writing.