



The Selling of the Royal Family: The Mystique of the British Monarchy

By -

Book Condition: New. Ships From Canada. New in new dust jacket. 350 p. Audience: General/trade. From Library Journal: British writer Pearson is best known here for his well-received The Sitwells. In this skillfully written study he credits the remarkably secure position of the British monarchy to the personalities of the incumbents since Victoria and their successful adaptation to and management of the mass media. Coverage of the royal family has had a strange double focus, combining elements of mystical authority and popular appeal. The former has been enhanced by elaborate, brilliantly staged ceremonial events. Both come at a high price to the British taxpayer and the private lives of royalty. One of the more interesting and readable of recent ""royal"" books, this is recommended for most libraries. BOMC featured alternate. Jeanne Gelinas, Hennepin Cty. Lib., Golden Valley, Minn. Copyright 1986 Reed Business Information, Inc.



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