

Analysis of Marketing Strategies for Bestselling Books in the Context of Publishing Convergence: A Case Study of The Fugitive Artist

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Abstract: Driven by the dual forces of the digital wave and global trends, the publishing industry is undergoing unprecedented transformation, with publishing convergence becoming the new norm for industry development. In this context, the deep integration of traditional publishing and digital publishing has not only reshaped the methods of content production, distribution, and consumption but has also raised the bar for marketing strategies of international bestsellers. The Fugitive Artist, a fictional literary work that has made a global impact, owes its success not only to its profound literary value and captivating plot but also to its precise and innovative marketing strategies. This provides a valuable case for the market promotion of international bestsellers. This paper aims to analyze the marketing strategies of The Fugitive Artist in the context of publishing convergence, exploring how the book stood out in a complex and ever-changing market environment, and offering insights for the international promotion of similar works from China.

Keywords: Publishing convergence, international bestsellers, marketing strategies, The Fugitive Artist.

1. Introduction

With the widespread use of the internet and the rise of social media, the speed and reach of information dissemination have reached unprecedented heights, bringing both new opportunities and challenges to the publishing industry. For the book industry, on one hand, the spatial and temporal boundaries of traditional publishing have been largely broken, and digital technology has lowered the threshold for content creation and distribution, allowing more excellent works to reach a broader range of readers more quickly. On the other hand, the explosion of information has led to a scarcity of attention, making book marketing face a more competitive environment. In this context, how to effectively integrate online and offline resources and innovate marketing strategies has become the key to the success of international bestsellers.

The Fugitive Artist, a literary work that blends suspense, adventure, and human exploration, has attracted global readers' attention since its publication with its unique narrative style and profound thematic ideas. The success of its marketing strategy lies not only in the precise targeting of its reader base but also in its deep understanding and flexible utilization of the publishing convergence trend.

This paper will analyze the marketing strategies of *The Fugitive Artist* from multiple perspectives to reveal the logic behind its marketing strategies and to provide useful references and guidance for the international marketing practices of Chinese books.

2. New Trends in Book Marketing under the Background of Publishing Convergence

The concept of publishing convergence traces back to media convergence. Media convergence refers to the phenomenon where different forms of media intertwine, influence, and integrate with each other, presenting a multifunctional and unified system. This includes the interaction between traditional media and digital media, as well as the integration and interaction among different digital media[1]. Klaus Bruhn Jensen argues that media convergence is not just a technological integration but also a comprehensive phenomenon that involves cultural, social, and economic dimensions[2]. As a cultural industry that carries knowledge and content, the publishing industry is expected to exhibit entirely different patterns in production, marketing, and impact under the trend of media convergence compared to traditional publishing. For example, Qin Yanhua and Lu Yingyong pointed out that the deep integration of various media in the publishing field through content, channels, platforms, terminals, operations, and management has greatly enhanced the dissemination, influence, and competitiveness of publishing[3].

Books are one of the key products of the publishing industry, and book marketing refers to the series of strategies and activities carried out throughout a book's entire lifecycle to promote its sales and dissemination. The goal is to meet readers' needs, enhance the market visibility and influence of the book, and ultimately achieve sales objectives. The marketing process transforms cultural content into economic gains, serving as a guarantee for the smooth operation of publishing entities and individuals, ensuring a virtuous cycle. Under the background of publishing convergence, several new trends have emerged in book marketing: First, with more participants involved in book marketing, the process and stages have become more complex, requiring more cautious development of marketing strategies. Second, readers play a decisive role in determining the success of book marketing. Therefore, publishing units are paying more attention to readers' experiences in the design and dissemination of books. Lastly, book marketing shows a trend toward cross-industry collaboration. The convergence of publishing institutions and various cultural organizations has resulted in more diverse forms of publishing products and enriched sensory experiences. On the international marketing level, new media technologies have transcended the boundaries of time and space, making it possible for quality books from different countries to reach distant audiences across oceans. These new trends and opportunities demand that publishing professionals adapt to the times and explore new ways of marketing books internationally.

3. Overview of *The Fugitive Artist*

3.1. Book Summary

The Escape Artist is a non-fiction work that tells the story of a Jewish man's escape from the Auschwitz concentration camp. During World War II, Auschwitz, a notorious concentration camp established by Nazi Germany, primarily imprisoned Jews and other individuals deemed "enemies," subjecting them to various inhumane tortures. The protagonist, Rudolf Vrba, a Jewish man, endured two years of extreme suffering and torment in Auschwitz. However, he was not defeated by despair but instead sought an opportunity to escape. Over a long period, he carefully observed and planned within the camp, searching for possible opportunities and routes for escape. Finally, through his intelligence and courage, he devised what seemed like an impossible escape plan. On a dark night in April 1944, he cleverly avoided the guards' watchful eyes, crossed the camp's defenses, and began his arduous journey to freedom.

During the escape, Rudolf faced not only the Nazis' relentless pursuit but also harsh natural conditions. He had to overcome hunger, exhaustion, and illness. Together with his companion Fred Wetzler, they crossed mountains and rivers, narrowly dodging bullets from German soldiers. After a grueling journey, they finally managed to evade Nazi capture and gained their freedom. They secretly carried out the first-ever comprehensive report on Auschwitz, which was delivered to Franklin D. Roosevelt, Winston Churchill, and the Pope. Vrba became one of the first Jews to escape from Auschwitz and gain freedom, achieving what seemed an impossible feat. He alerted the Allies to the atrocities committed at Auschwitz, exposing the death camp's horrors to the world, and warned Europe's remaining Jews of the fate awaiting them. However, many people, including some Jews, found it hard to believe such an extraordinary story. Through their efforts, Rudolf and his companion revealed the harsh truth.

In this book, the author uses extensive archives, testimonies, and interviews to recreate this thrilling historical event. It not only describes the escape process but also deeply explores Vrba's psychological and emotional journey as an individual. Through these real historical events, the book shows readers how, in the face of extreme conditions and a lack of information, humans can maintain hope and faith, ultimately achieving self-redemption.

3.2. Author Biography

The author of *The Escape Artist*, Jonathan Freedland, is a British journalist and broadcaster. He also serves as a weekly columnist for *The Guardian*, where he edits the comment section and chairs the editorial board. Jonathan's parents were both Jewish, and he is the youngest child in his family. His father was a biographer and journalist. As a child, Jonathan regularly accompanied his father in broadcasting work, which cultivated his love and interest in writing. Later, Jonathan attended Wadham College at Oxford University, where he studied philosophy, politics, and economics, and served as editor of the student newspaper. In 1990, he joined the British Broadcasting Corporation (BBC) as a news reporter and later wrote for various newspapers, including *The Times*, *The Washington Post*, *The Guardian*, and *The New York Times*.

Jonathan has received numerous awards for journalism and writing, including the George Orwell Prize for Journalism, the David Watt Prize, the Orwell Special Prize, and "Critic of the Year." He was also named "Columnist of the Year" in 2022 and was the only male finalist for the Baillie Gifford Prize that same year. To date, Jonathan has published twelve books, including three non-fiction works and nine novels. Eight of these novels were published under his pen name, Sam Bourne. Some of his notable works include *The Third Woman*, *Bring Home the Revolution*, and *The Righteous Men*. Jonathan currently lives in London with his wife and two children. In addition to his journalism career, he enjoys writing thrillers in his spare time.

3.3. Publishing Institutions Overview

The Escape Artist was published by two major publishing companies. It was first released in the UK by John Murray Publishers in June 2022, and later, HarperCollins Publishers acquired the rights and published the book in October 2022.

3.3.1. John Murray Publishers

John Murray Publishers was founded in 1768 by Scottish publisher John Murray. Initially, the company focused on religious and educational books but soon expanded into the fields of literature and science. It was also the first publisher to release a mass-market cookbook. John Murray II took over the company in 1793, ushering it into a golden age of rapid development. The company was

managed by the Murray family for seven generations until it was acquired in the early 21st century and is no longer family-owned.

John Murray Publishers has released works from many renowned authors, including Charles Darwin's *On the Origin of Species*, Jane Austen's *Emma*, Arthur Conan Doyle's *The Adventures of Sherlock Holmes*, John Betjeman's *Collected Poems*, and Patrick Leigh Fermor's *A Time of Gifts*, hailed as one of the "greatest travel books of the 20th century." Other famous authors associated with John Murray include Lord Byron, Charles Lyell, Johann Wolfgang von Goethe, Herman Melville, Edward Whymper, Thomas Malthus, and David Ricardo.

Today, John Murray Publishers offers a diverse range of works, including literary fiction, narrative non-fiction, science, history, biography, memoirs, travel, and nature writing. Their high-quality literary and non-fiction works are especially well-regarded, earning the company an excellent reputation in the global publishing industry. John Murray Publishers maintains an innovative spirit, supporting and promoting forward-thinking authors and works, while focusing on building long-term, trusting relationships with authors. The company places a strong emphasis on cultural and social contributions and regularly hosts literary salons and discussions, providing a vital space for the exchange of ideas and creative exploration. Through book clubs and online communities, they also engage readers, encouraging them to share reading experiences and reviews, fostering a vibrant reading culture.

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3.3.2. HarperCollins Publishers

HarperCollins Publishers is the second-largest consumer book publisher in the world. Headquartered in New York, the company has more than 4,000 employees and operates in 15 countries and regions, with over 120 independent imprints. The company was founded in New York in 1817 by brothers James and John Harper, originally named Harper Brothers Publishers. In 1987, it was acquired by a news corporation and renamed Harper & Row. After acquiring Harlequin Enterprises in 2015, HarperCollins expanded from a primarily English-language publisher to a global publishing house. In 2021, HarperCollins further expanded its catalog by acquiring the book and media division of Houghton Mifflin Harcourt, adding over 7,000 titles to its backlist. Today, the company publishes around 10,000 new titles annually in 16 languages and has a print and digital catalog of over 200,000 titles.

With a history of more than 200 years, HarperCollins has offered generations of readers entertainment, education, and inspiration through its rich and high-quality catalog. The publishing house is home to the works of many renowned figures, including Mark Twain, the Brontë sisters, Martin Luther King Jr., Gabriel García Márquez, Maurice Sendak, and Margaret Wise Brown. HarperCollins remains committed to placing writers and their works at the center of its mission, striving to provide content that represents a diversity of voices and engages with global communities. The authors and works published by HarperCollins span dozens of genres, including winners of prestigious awards such as the Nobel Prize, Pulitzer Prize, National Book Award, Newbery Medal,

Caldecott Medal, and Booker Prize. HarperCollins is dedicated to fostering exceptional editorial talent, expanding marketing reach, maintaining long-term relationships with booksellers, and leading in reader and consumer behavior insights. The company also employs a unique global collaboration model to expand its audience reach. HarperCollins regularly hosts distinctive author events, attracting participation from bookstores, community history centers, libraries, universities, and various other institutions.

3.4. Book Influence

The Escape Artist was published in May 2022 and has since sold hundreds of thousands of copies worldwide, becoming a globally renowned bestseller. It ranked second on *The Sunday Times* bestseller list and earned a place on *The New York Times* bestseller list. The book has also won multiple awards, including being shortlisted for the 2022 Baillie Gifford Prize for Non-Fiction, and winning the National Book Award (Biography and Holocaust category), the Rathbones Folio Prize, and the Waterstones Book of the Year Award. It has an impressive rating of 4.6 out of 5 on Amazon.

In addition to receiving high praise from notable publications such as *The New York Times* and *The Guardian*, many acclaimed authors have also lauded the book. For example, Yuval Noah Harari, author of *Sapiens* and *Homo Deus*, said, "This is an extraordinary, heart-wrenching book that offers a universal and timely lesson about the power of information—and misinformation." Tracy Chevalier, author of *Girl with a Pearl Earring*, commented, "I thought I knew the story of Auschwitz, but Freedland retells it so powerfully from a new perspective that I found myself racing through it, filled with fear, anger, despair—and admiration for its portrayal of the human spirit's resilience." *The Escape Artist* has been translated into multiple languages, including French, Italian, German, and Spanish. It has performed exceptionally well in both the UK and US markets. By telling a true story, the book has deepened public understanding of the Jewish experience during World War II and sparked widespread social discussion.

4. Analysis of the Content and Marketing Strategies of *The Escape Artist*

4.1. Non-fiction Writing Highlights Authenticity

In the preface of *The Escape Artist*, author Jonathan Freedland discusses the inspiration behind writing this book. At the age of 19, Jonathan stumbled upon a documentary, and one of the interviewees left a deep impression on him—that interviewee was Rudolf Vrba, who had escaped from Auschwitz at the same age, a decision that dramatically changed his life. Jonathan became intrigued by the twists and turns of Rudolf's life and began investigating this epic figure by speaking with those who knew him. He learned the full story from Rudolf's ex-wife, and he also gathered information from Rudolf's former residence, his friends, letters, official documents, memoirs, and other historical records. Supported by this rich collection of materials, Jonathan set out to write this book.

Grounded in the authenticity of the events and the wealth of available records, Jonathan completed this non-fiction work. Authenticity is the soul of non-fiction literature, and *The Escape Artist* emphasizes authenticity from the following perspectives: First is the authenticity of the event details. This includes specific aspects such as the preparation for the escape, the timing and location of the escape, and the captures that took place during the process. The novel also reveals how difficult it was for people to accept the truth in the specific historical context. When Rudolf recounted the atrocities at Auschwitz, people questioned whether what he said was true. Second is the authenticity of the psychological portrayal of the characters. The author draws on Rudolf's preserved letters to depict the intricate psychological processes he experienced during the escape, providing a deeply moving portrayal that resonates with readers. Third is the authenticity of the cover and illustrations.

The book's cover and illustrations feature photographs and maps of Auschwitz, offering readers an immersive experience and helping them connect with the protagonist emotionally. By using Rudolf's perspective, Jonathan further exposes the truth of Auschwitz to the world. His precise and well-crafted writing allows the work to maintain both authenticity and literary quality, sparking the reader's interest.

4.2. Anti-Nazi Sentiment Evokes National Empathy

In the early 20th century, a far-right political party called the Nazis rose to power in Germany, promoting racism, anti-Semitism, and dictatorship. In 1939, Nazi Germany invaded Poland, leading to the outbreak of World War II. During the early stages of the war, Nazi Germany rapidly expanded, occupying most European countries. Under Nazi rule, mass persecution and extermination of Jews, Romani people, disabled individuals, homosexuals, and political dissidents were carried out, known as the Holocaust. Approximately six million Jews were killed in concentration and extermination camps. During its brief yet highly destructive regime, the Nazi government brought immense disaster to the world.

The Escape Artist once again unveils the truth about Auschwitz, exposing the terrifying and brutal nature of Nazi Germany. It calls for the world to cherish peace and resist extreme nationalism. However, the initial report by Rudolf Vrba and Alfred Wetzler did not receive the attention it deserved. On one hand, the mass killings and atrocities in the concentration camps were too horrific and unbelievable for many people to accept. Amidst the disruptions in wartime communication, people often employed psychological defense mechanisms, choosing to deny or doubt the truth of the information to avoid the emotional impact. On the other hand, there were also internal conflicts and distrust within the Jewish community. Some Jewish leaders and organizations were skeptical of Vrba and Wetzler's report, suspecting that their descriptions might have been exaggerated. Jonathan, through the protagonist's perspective, vividly depicts this phenomenon, which still holds a cautionary relevance in today's society.

4.3. Parasocial Interaction Enhances Deep Connections

Parasocial interaction is a concept proposed by social psychologists Horton and Wohl, which suggests that during media consumption, the audience develops an emotional dependence on media figures, naturally treating them as real people from their daily lives, leading to a form of interpersonal relationship. Author Jonathan Freedland is highly active on social media, maximizing the effect of parasocial interaction. Before his identity as a novelist, Jonathan was an outstanding journalist, well-versed in the dissemination of written works. He is very active on social media, with around 150,000 followers on the X platform (formerly Twitter). One of his promotional posts about *The Escape Artist* garnered 35,000 comments. Jonathan frequently posts updates, excerpts from *The Escape Artist*, personal reflections, and behind-the-scenes details of the creative process. These posts often include links to purchasing pages or more information. Additionally, Jonathan enjoys sharing his views on current affairs, literature, and other topics on X, which has helped him build a loyal following. He has also been interviewed multiple times by well-known media outlets such as the BBC and National Public Radio (NPR), where he discussed the themes of the book, the writing process, and the historical background. These appearances not only introduced the book's details more comprehensively but also increased his online presence and self-exposure, making it easier for the public to see Jonathan as a familiar figure, thus generating greater interest in reading his works.

Beyond parasocial interaction through mass media, Jonathan actively participates in offline events. For instance, in August 2023, Jonathan Freedland and Antony Beevor (a member of the Royal Society of Literature) held a live discussion. They explored specific plot points in the book, particularly why

the concept of "purgatory" was initially not taken seriously. Additionally, he held several book signings at Waterstones in London and Barnes & Noble in New York, engaging in face-to-face interaction with readers. Through question-and-answer sessions and other interactive activities, he strengthened his connection with readers.

4.4. All-Time Marketing Captures Target Audience

During the publication and release of *The Escape Artist*, an all-time marketing strategy was employed to ensure that the book's promotion reached its target audience to the greatest extent possible. In the book's marketing process, the connectivity, immediacy, and multi-sensory capabilities of internet media provided highly efficient channels for promoting this work. During the preparation stage of *The Escape Artist's* release, some well-known literary magazines and newspapers, such as *The New York Times* and *The Guardian*, were given pre-release editions. They published reviews and previews of the book, attracting significant attention from readers. For instance, a *Guardian* review not only provided a detailed introduction to the book's content but also praised the author's narrative skills and rigorous historical research, laying a solid foundation for the book's official release.

During the promotion phase of *The Escape Artist*, the publisher created a dedicated website for the book, providing detailed information about the book, author interviews, reviews, and purchase links. The website also featured additional content, such as video interviews and audio clips. Moreover, the publisher released several press releases, detailing the book's content, significance, and the author's background. For example, the press releases highlighted Rudolf Vrba's heroic achievements and the book's important contribution to historical memory, attracting the attention of history enthusiasts and academics alike. These press releases were widely distributed to major news and literary websites.

Even after the concentrated promotion phase of *The Escape Artist* ended, the publishing company maintained ongoing promotional efforts to maximize the book's long-tail sales effect. For instance, they kept the book's momentum alive by showcasing it at international book fairs, such as the London Book Fair and the Frankfurt Book Fair. During these events, the publisher organized panel discussions and invited Freedland to share his research process and writing experience, capturing the interest of global publishers and readers.

4.5. Endorsement by Authorities Enhances Book Popularity

Hovland's persuasion research found that the credibility of the communicator (the source of information) greatly influences the effectiveness of information dissemination. Credibility includes both the communicator's reputation and professional authority. Endorsement by authoritative institutions or individuals not only helps a book reach a wider audience but also increases public trust in the book, thereby enhancing its popularity. During the marketing of *The Escape Artist*, numerous authoritative organizations and media platforms gave high praise to the work. For instance, the official YouTube account of the Baillie Gifford Prize for Non-Fiction invited Jonathan Freedland to provide a brief video introduction to *The Escape Artist*; well-known book clubs, such as Reese's Book Club and Oprah's Book Club, recommended *The Escape Artist* as their book of the month; and international media outlets like *Le Monde* and *Süddeutsche Zeitung* published reviews and interviews related to *The Escape Artist*, further boosting its global recognition.

Endorsements from prominent public figures also contributed to the novel's success. Numerous celebrities actively promoted the book, creating an authoritative endorsement effect. For example, Simon Schama and Anne Applebaum wrote recommendations for the book, which were prominently featured on the book's cover and in promotional materials. Simon Schama praised *The Escape Artist* as "one of the most important works of historical nonfiction in recent years." These endorsements not only enhanced the book's appeal and credibility by featuring them on the cover but also increased the

likelihood of the book reaching a broader audience through the celebrities' fan bases, significantly boosting its attractiveness and trustworthiness.

5. Lessons from the Success of *The Escape Artist*

With the development of new forms of internet media, the publishing industry—especially in the realm of physical books—has faced significant challenges, including a lack of innovation, survival difficulties, and sustainability issues. The modern publishing industry in China started relatively late, and the upstream and downstream industry chains still need constant improvement and innovation, especially as intelligent media continue to evolve. It is crucial to draw lessons from successful international bestsellers to drive the development of China's publishing industry in a way that aligns with modern demands. The success of *The Escape Artist* offers the following insights for the domestic publishing industry.

5.1. Innovative Themes: Creating Chinese Characteristics within Global Values

Through the protagonist's experiences, *The Escape Artist* once again reveals the atrocities of the Nazi regime, evoking fear of extreme nationalism and tyranny while awakening a deep yearning for peace. The fight against oppression and resistance to Nazism is a shared global value that resonates with people worldwide, which is one of the reasons for the book's widespread attention and success across different countries. The content is the core of any book, and the Chinese publishing industry should focus on innovating thematic content by incorporating Chinese characteristics within a global value framework.

First, in the book planning phase, it is essential to develop content that reflects contemporary Chinese characteristics. The influence of Chinese civilization globally is still primarily centered on ancient culture, such as Confucius, the Great Wall, martial arts, and traditional Chinese medicine, which are widely appreciated. However, China's modern achievements and "national symbols" have not gained enough global recognition, which hinders the establishment of a positive contemporary image of China. Therefore, in the planning and production phases, more emphasis should be placed on integrating modern Chinese elements, such as poverty alleviation efforts, the "New Four Great Inventions," and the Belt and Road Initiative. By introducing high-quality books with distinctive Chinese characteristics, China can promote a differentiated cultural landscape. At the same time, it is necessary to avoid cultural barriers that may hinder the international dissemination of these books[1].

Secondly, attention should be given to developing themes that are closely related to the interests of the global community. The concept of a community with a shared future for mankind encompasses interdependent views on international power, shared interests, sustainable development, and global governance. Topics that the world is currently focused on—such as climate change, nuclear pollution, regional conflicts, and endangered species protection—are excellent themes for book creation, as they can evoke empathy from people worldwide and promote the global dissemination of books.

5.2. Platform Optimization: Building Integrated Book Websites

Currently, the development of large-scale book purchasing platforms in China is still insufficient, and there is a need to strengthen the creation of integrated book platforms by fully learning from advanced international experience. For example, Amazon is a highly functional book sales platform that offers multiple versions and formats of books, including physical books, Kindle e-books, audiobooks, and audio formats, such as *The Escape Artist*. Readers can satisfy their needs for different formats of books on the same platform. Additionally, Amazon provides book sales services across multiple countries, creating favorable conditions for book promotion and marketing. In comparison, Chinese book sales platforms such as Taobao and JD.com, while offering a wide variety of books, separate

the sales of physical books, e-books, audiobooks, and videos. Meanwhile, platforms like Douban and Xiaohongshu, although providing spaces for book reviews and reader interaction, do not yet have fully mature purchasing channels, which limits the stimulation of readers' purchasing behavior. Therefore, an integrated platform for book promotion, sales, and interaction is urgently needed.

5.3. Focus on Community: Creating a Dedicated Fan Base for Books

Building fan communities plays a crucial role in book marketing. It not only strengthens readers' brand loyalty and sense of interactive participation but also expands a book's influence through word-of-mouth, helping publishers and authors obtain valuable reader feedback to develop more effective marketing strategies. At the same time, fan engagement helps generate revenue from book-related merchandise, creating "private domain traffic" for publishers, which transforms marketing spaces and enhances the economic value of publishing. During the marketing process of *The Escape Artist*, the publisher and author established both online and offline fan communities. These communities provided readers with a platform to exchange views, discuss plotlines and characters, and interact with the author. Regular community activities fostered a sense of belonging and engagement among readers. Fans were also encouraged to create content related to the book, such as reviews, reading notes, and artistic works, which increased the book's exposure and level of discussion. For example, using specific hashtags (#TheEscapeArtistChallenge) on Instagram and Twitter allowed fans to share their reading notes and thoughts, enhancing the sense of community and fan participation.

Building a dedicated webpage for the author or the book is also extremely important. On one hand, this space can aggregate relevant information such as the book's background, offline events, and creative industry derivatives, which helps form a complete industry chain for book consumption. On the other hand, timely information releases allow readers to receive updates on book discounts and offline events promptly, enabling full interaction and enhancing social connections through interactive rituals. Additionally, the sense of belonging and social recognition within the community also aids in the dissemination of the author's other books within the same network.

6. Conclusion

Since its publication, *The Escape Artist* has received widespread attention and has sold hundreds of thousands of copies globally. The marketing process of this work achieved significant success through strategies such as highlighting authenticity with non-fiction writing, evoking national empathy with anti-Nazi sentiments, enhancing deep connections with parasocial interaction, implementing all-time marketing to capture the target audience, and leveraging endorsements from authoritative figures to boost the book's popularity. In the face of increasingly fierce market competition and the rapidly changing media environment, the publishing industry needs to actively embrace technological innovation. By flexibly utilizing advanced technologies like big data and artificial intelligence for market analysis and building reader profiles, publishers can achieve precise recommendations and personalized services. Additionally, strengthening brand building and content innovation, as well as fostering emotional connections between authors and readers, is key to enhancing a work's influence and reputation. By drawing lessons from the cases of successful bestsellers, the publishing industry should seek breakthroughs through integration and innovation, placing readers at the center to create culturally significant works with global competitiveness. Exploring feasible paths to book success from multiple perspectives, such as thematic innovation, platform development, and community building, can promote innovation and growth in the publishing industry, providing direction for its future development.

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