

Contents

Acknowledgments vii

Introduction: The Dead Moose and
the Publishing Pie 3

1 "You Are a Necessity of Life":
Atwood and Literary Agency 32

2 "Who's the Very Best at Spellin'?"
Editing Margaret Atwood 68

3 Keeping O.W. Toad Hopping Along:
The Atwood Office 99

4 @MargaretAtwood: Interactive Media and
the Management of Literary Celebrity 125

5 "The Cloak of Visibility": Art and Industry in
the Works of Margaret Atwood 160

Postscript: Margaret Atwood for Mayor?
Literary Celebrity in the Civic Realm 196

Works Cited 201

Index 215