

《世界上第一部“自毁小说”问世》

The world's first self-destructing novel is being offered by JamesPatterson.

?????“????”?????????????????·???(James Patterson)?

For £200,000 one fan will get 24 hours to read his latest bookbefore it explodes. Although the precise detail of thedestruction are unclear, a SWAT team will be on hand to dealwith any issues.

??????20????????24?????????????????“?”????????????????????????????????

Patterson, author of Unlucky 13 and Cross My Heart, says that as book shops are increasinglyclosing publishers need to be as imaginative as film companies in creating a hype around a newnovel.

????????????13?(Unlucky 13)???????(Cross My Heart)??

Unlike the film industry's red-carpet premieres, Hollywood luminaries and huge advertising budgets,book launches with signings and readings are a more staid affair.

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"The publishing business needs to compete," he said. "It needs to compete with movies and theInternet."

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For £194,000 one avid reader will be flown to an undisclosed location for a meal with Patterson andwill be given a copy of Private Vegas ahead of its launch at the end of the month.

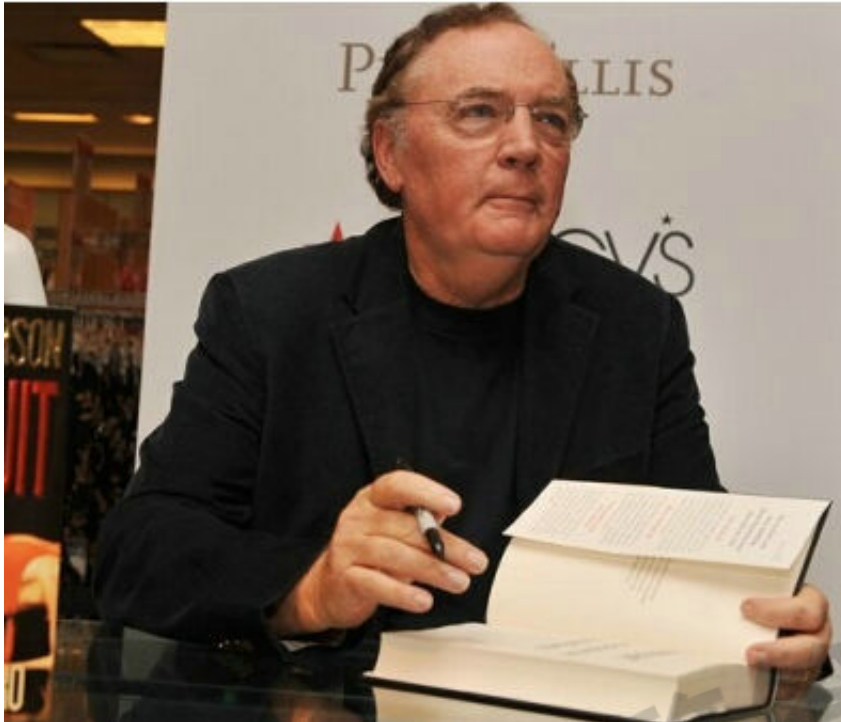
???19.4??(Private Vegas)?

A special weapons and tactics (SWAT) team will also be on hand to handle the explosive thriller.

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Also as part of the promotion, 1,000 fans will be able to download free copies of the book from thewebsite selfdestructingbook.com. Each book will have a 24-hour digital timer that cannot bepaused or cancelled.

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"Twenty four hours after you start it, the book will no longer be there," said Patterson, 67. "I hope this spurs more ways to get attention."

??67????????"??24????????????????????????????????????"

He added: "This seemed like a terrific way to draw attention to a book in a way that has never been done before," he explained. "In the history of publishing there hasn't been anything like this."

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Private Vegas is the latest in Patterson's 'Private' series featuring Jack Morgan, who discovers a murder ring in the gambling mecca.

????????????????????????"????"????????????·??(JackMorgan)????????????

"Hopefully this also opens up different opportunities just in terms of how we can push the boundaries in publishing in general," said copy writer Jose Funegra.

"????????????????????????????????"?????(Jose Funegra)???

Patterson, a fixture on the bestsellers list, has sold more than 300 million books worldwide, with fictional

psychologist Alex Cross among his best known characters.

???·??(Alex Cross)??????????????

In addition to his more than 100 novels, Patterson has written books for young readers, including the Middle School age group.

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