

Hello, again. This is John from VJ Books, and we're talking books.

Today we're going to talk about the parts of the book. The first thing you see is the dust jacket, or the dust cover. Early books had dust covers, and they were exactly that, covers that protected the book from dirt or dust and they were really kind of plain. Today's dust cover, or dust jacket, is a piece of art, glossy, attractive, and informative. Starting with the front, it'll have the title, the author, and maybe his last book, or his or her last book, or a quote from somebody who's endorsing the book. The end has the title, and the author's name, of course the publisher, clearly printed on the edge so that when it's sitting on the shelf in bookstore, it'll be easy to find.

On the back of the dust jacket you'll usually find endorsements by other authors or by book reviewers, or other information that the publisher finds interesting. You'll also find a bar code. Our world is driven by bar codes, and all modern books, of course, have them. The back cover was not always used. It was first used by author Clive Cussler. He was an ad exec, and he knew the value of that real estate, so on the back of all of Clive's books you'll either find his picture or his picture with one of the cars that's a part of the story. Moving back to the other jacket, inside the jacket you will find the front fly-leaf. The front fly-leaf will have a price in the corner, and it'll have a description of the story or detail about it. The rear flap of the dust jacket will have a picture of the author, a short bio, and some publisher information. That's the jacket.

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So, those are the parts of the book. This is John from VJ Books, and we're talking books.