

<i>Acknowledgements</i>	ix
<b>Introduction: Why Historicise?</b>	<b>1</b>
<b>PART I</b>	
<b>Defining Transmedia History</b>	
1 <b>Characterising Transmedia Storytelling: Character-building, World-building, Authorship</b>	<b>21</b>
2 <b>Contextualising Transmedia Storytelling: Industrialisation, Consumer Culture, Media Regulation</b>	<b>43</b>
<b>PART II</b>	
<b>Exploring Transmedia History</b>	
3 <b>1900–1918: From Fin-de-Siècle to Fairy-Worlds: L. Frank Baum, the Land of Oz and Advertising</b>	<b>69</b>
4 <b>1918–1938: From Fairy-Worlds to Jungles: Edgar Rice Burroughs Inc., Tarzan and Corporate Authorship</b>	<b>108</b>
5 <b>1938–1958: From Jungles to Krypton: DC Comics, Superman and Industry Partnerships</b>	<b>145</b>
<b>Conclusion: Crossing the Shifting Sands</b>	<b>189</b>
<i>Index</i>	<b>207</b>