

CONTENTS

LIST OF ILLUSTRATIONS	xi
PREFACE AND ACKNOWLEDGMENTS	xiii
LIST OF INTERVIEWS	xvii
ABBREVIATIONS	xxi
INTRODUCTION: SEQUEL-ITIS	I

PART ONE

THE FILM

1 / Prudent Aggression	17
2 / Not Your Father's Tolkien	53
3 / Handcrafting a Blockbuster	75

PART TWO

BUILDING THE FRANCHISE

4 / Flying Billboards and FAQs	105
5 / Click to View Trailer	133
6 / Fans on the Margins, Pervy Hobbit Fanciers, and Partygoers	165

PART THREE
BEYOND THE MOVIE

- 7 / Licenses to Print Money 193
8 / Interactive Middle-earth 224

PART FOUR
THE LASTING POWER OF THE RINGS

- 9 / Fantasy Come True 257
10 / Right in Your Own Backyard 282

NOTES 333

INDEX 371