



Ben-Hur: The Original Blockbuster (Screening Antiquity EUP)

Jon Solomon

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Ben-Hur was the first literary blockbuster to generate multiple and hugely profitable adaptations, highlighted by the 1959 film that won a record-setting 11 Oscars. More than a century before *The Hunger Games* and *Harry Potter*, and decades before *Gone with the Wind* and *The Wonderful Wizard of Oz*, General Lew Wallace's *Ben-Hur* was spun off into dozens of popular publications and media productions, becoming a veritable commercial brand name that earned tens of millions of dollars.

Ben-Hur: The Original Blockbuster surveys the *Ben-Hur* phenomenon's unprecedented range and extraordinary endurance: various editions, spin-off publications, stage productions, movies, comic books, radio plays, and retail products were successfully marketed and sold from the 1880s and throughout the twentieth century. Today *Ben-Hur Live* is touring Europe and Asia, with a third MGM film in production in Italy.

Jon Solomon's new book offers an exciting and detailed study of the *Ben-Hur* brand, tracking its spectacular journey from Wallace's original novel through to twenty-first century adaptations, and encompassing a wealth of previously unexplored material along the way.

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