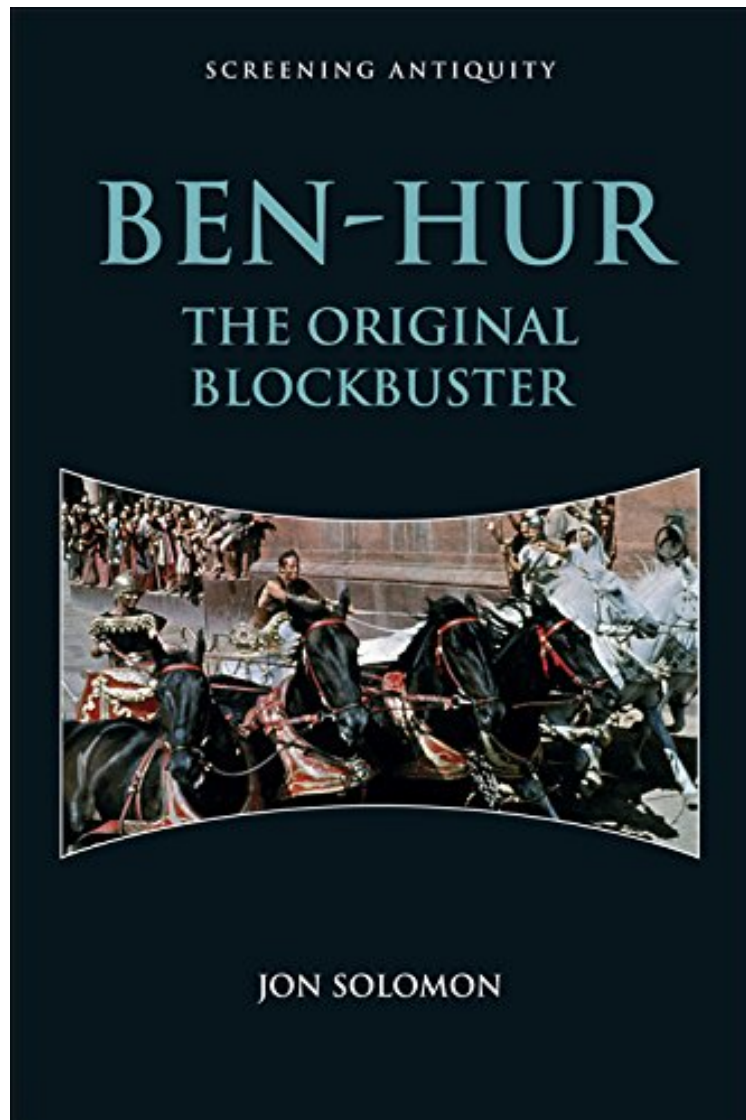


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## Ben-Hur: The Original Blockbuster (Screening Antiquity EUP)

*Jon Solomon*

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**Jon Solomon : Ben-Hur: The Original Blockbuster (Screening Antiquity EUP)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ben-Hur: The Original Blockbuster (Screening Antiquity EUP):

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.