



I BESTSELLER

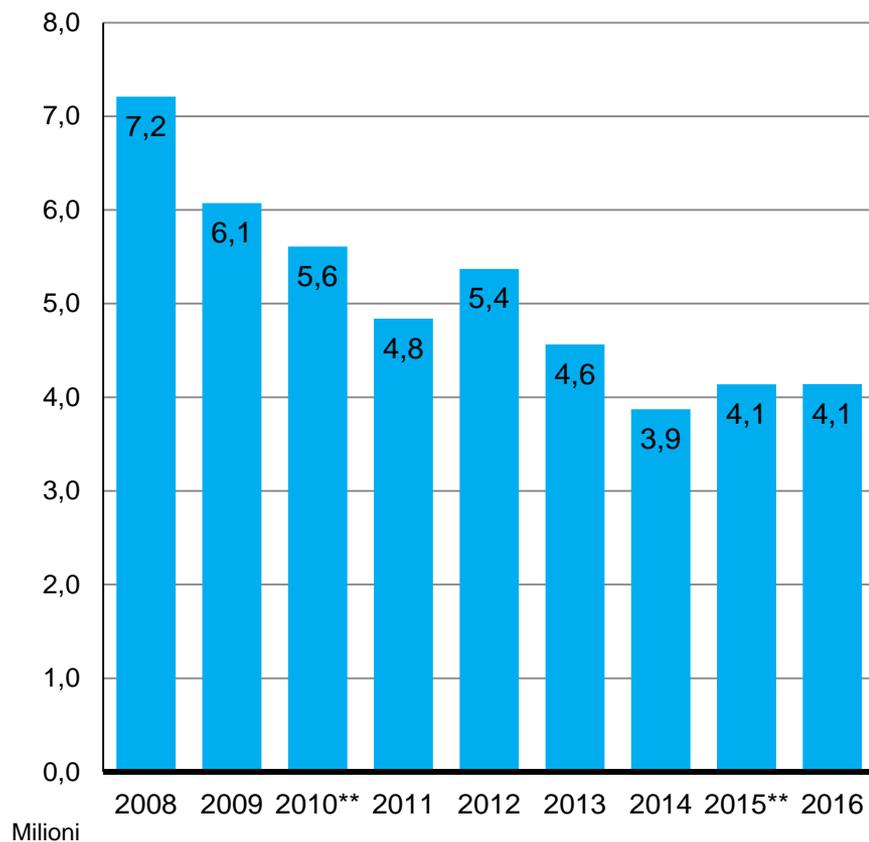
Dinamiche e approfondimenti

Monica Manzotti
Milano, 21 Aprile 2017

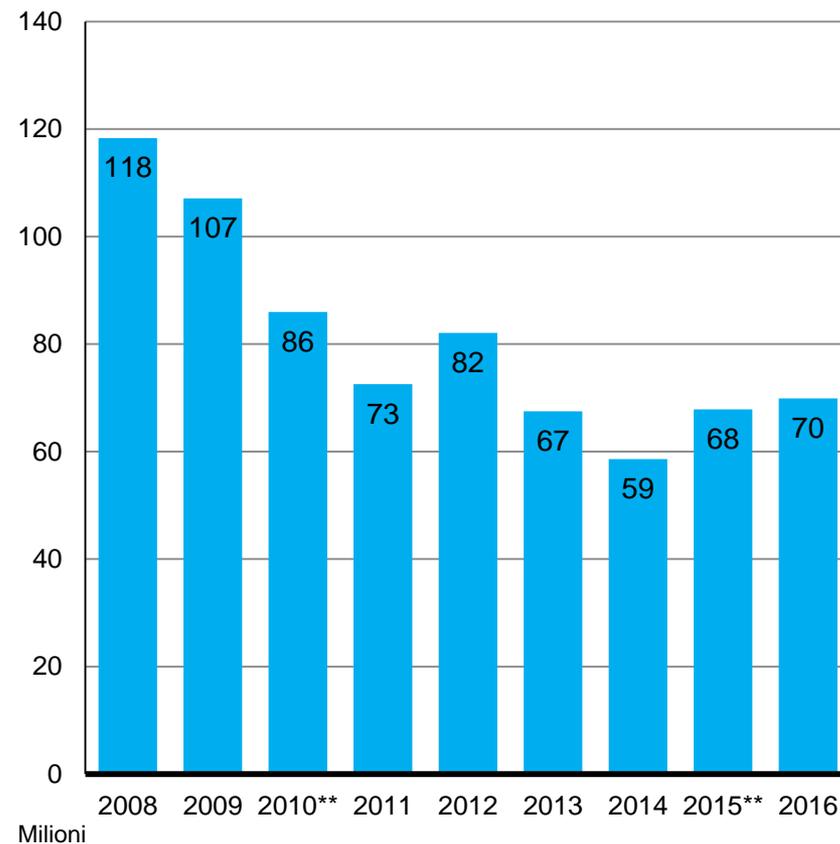
BESTSELLER

I TOP 50 NEGLI ANNI

Vendite a volume

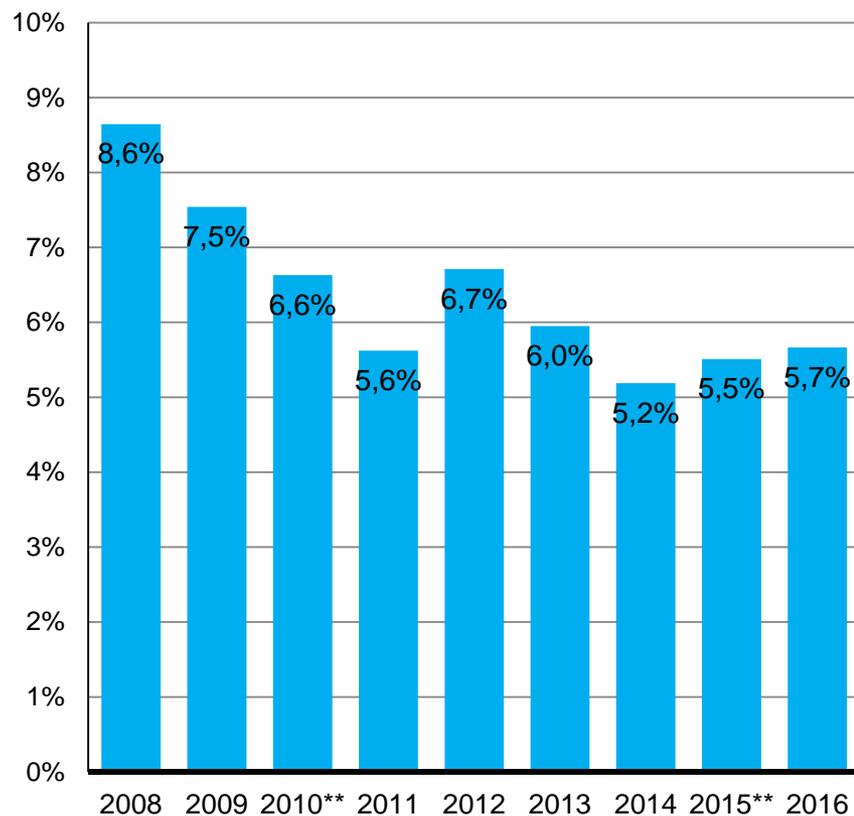


Vendite a valore*

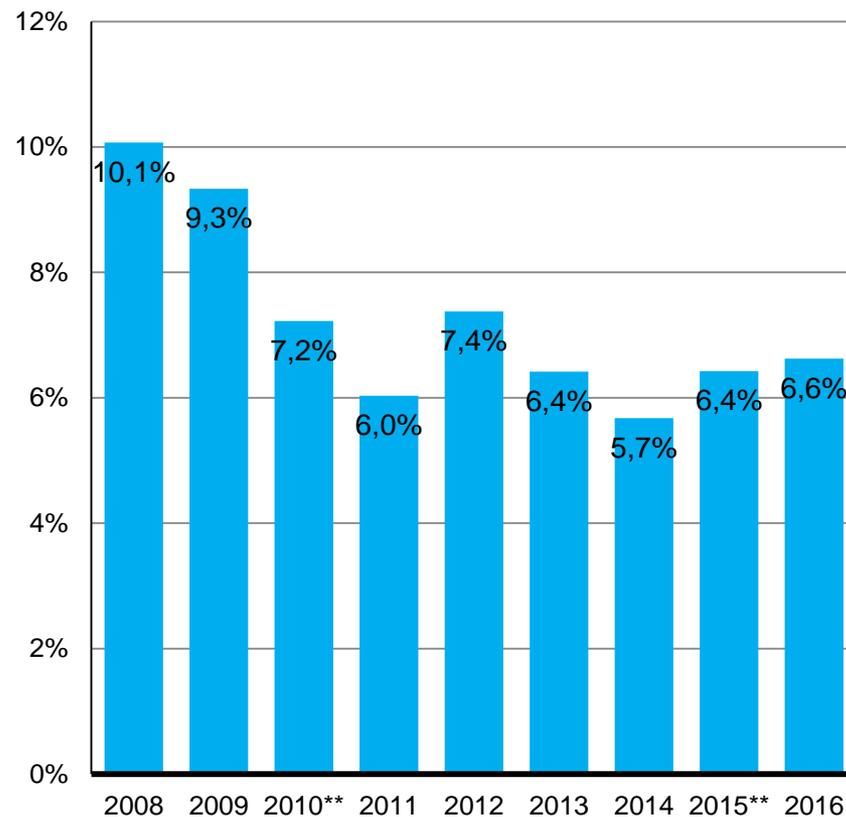


I TOP 50 NEGLI ANNI

Quota a volume

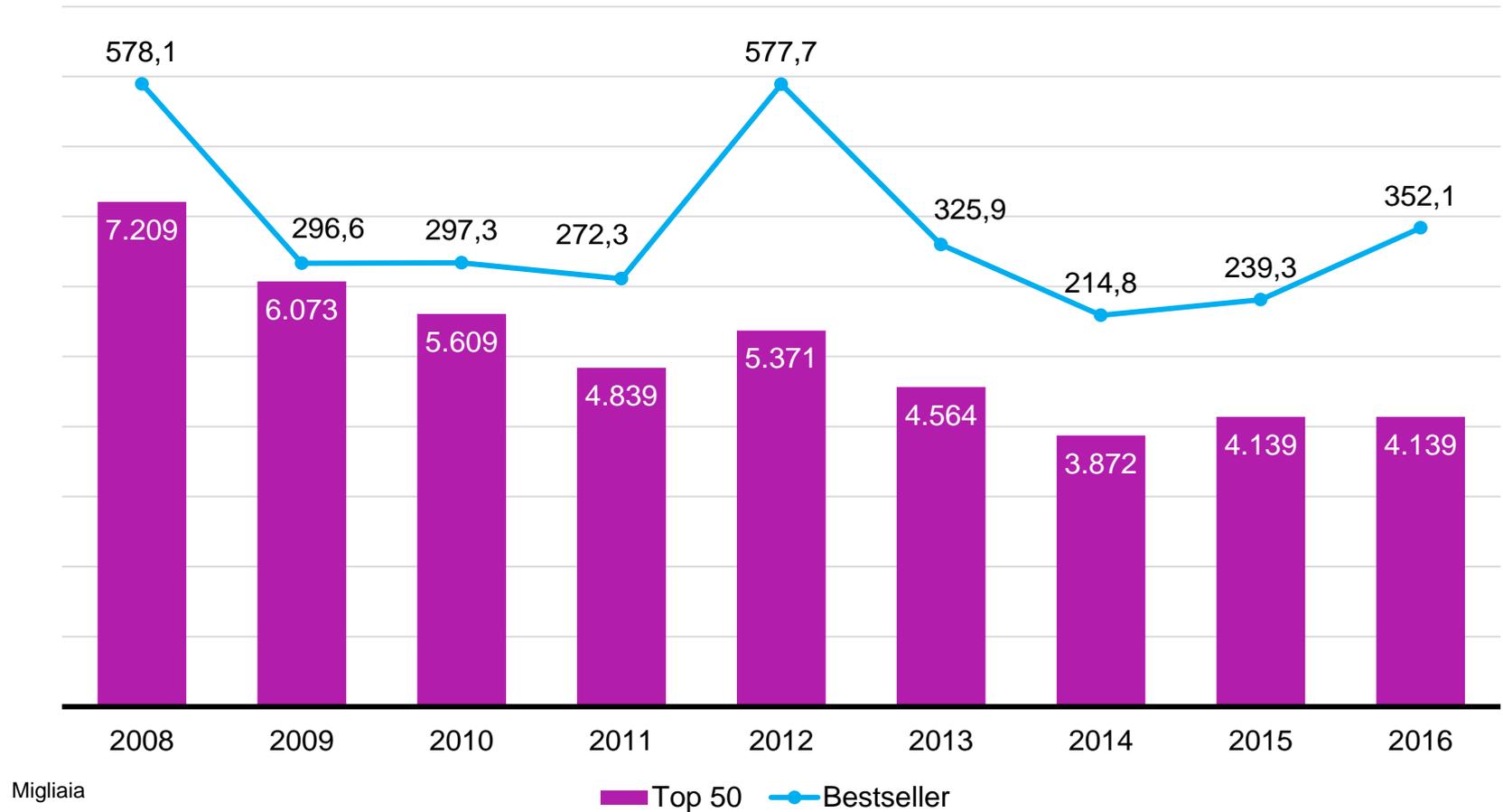


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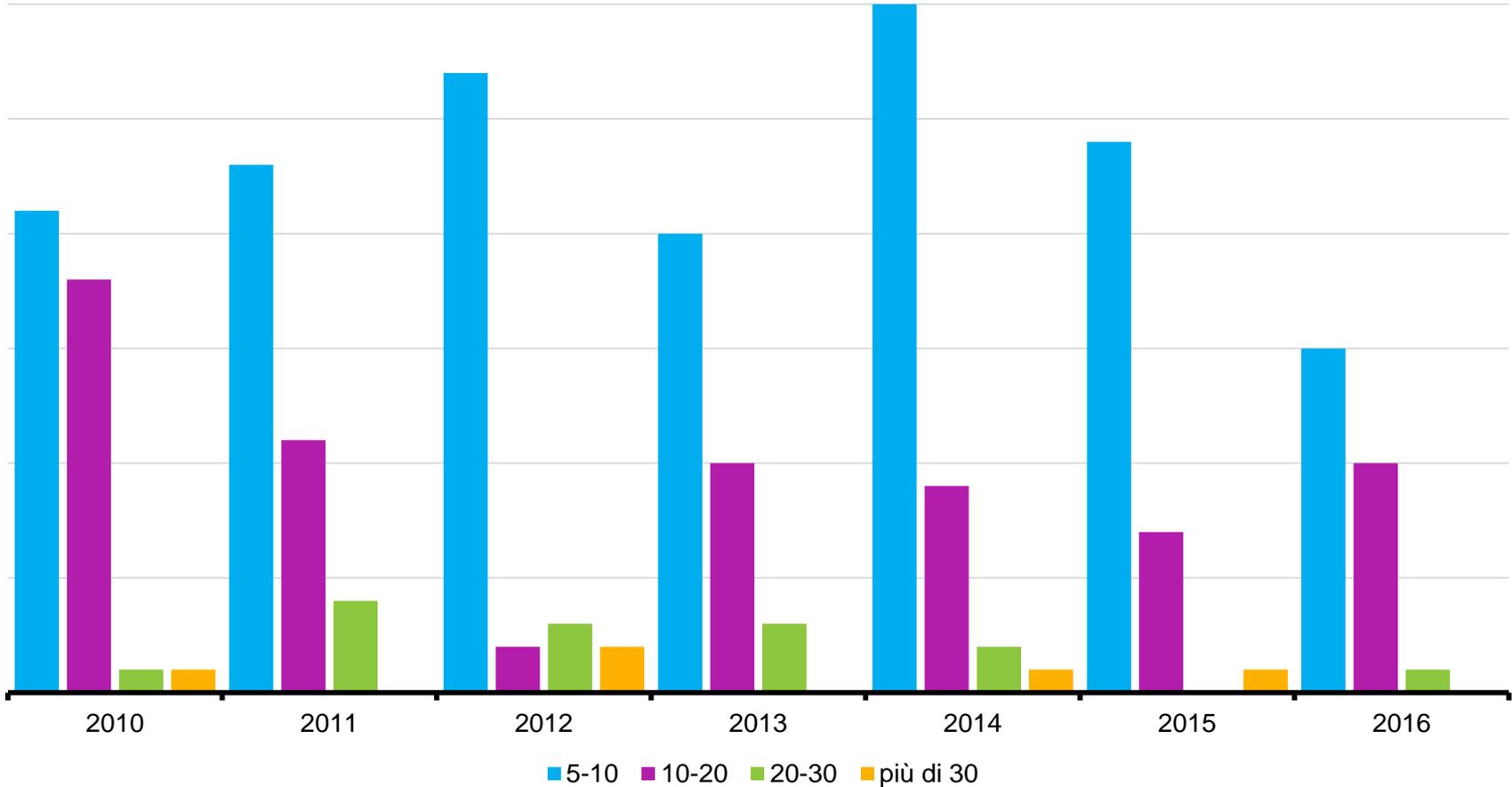


IL BESTSELLER NEGLI ANNI

Vendite a volume

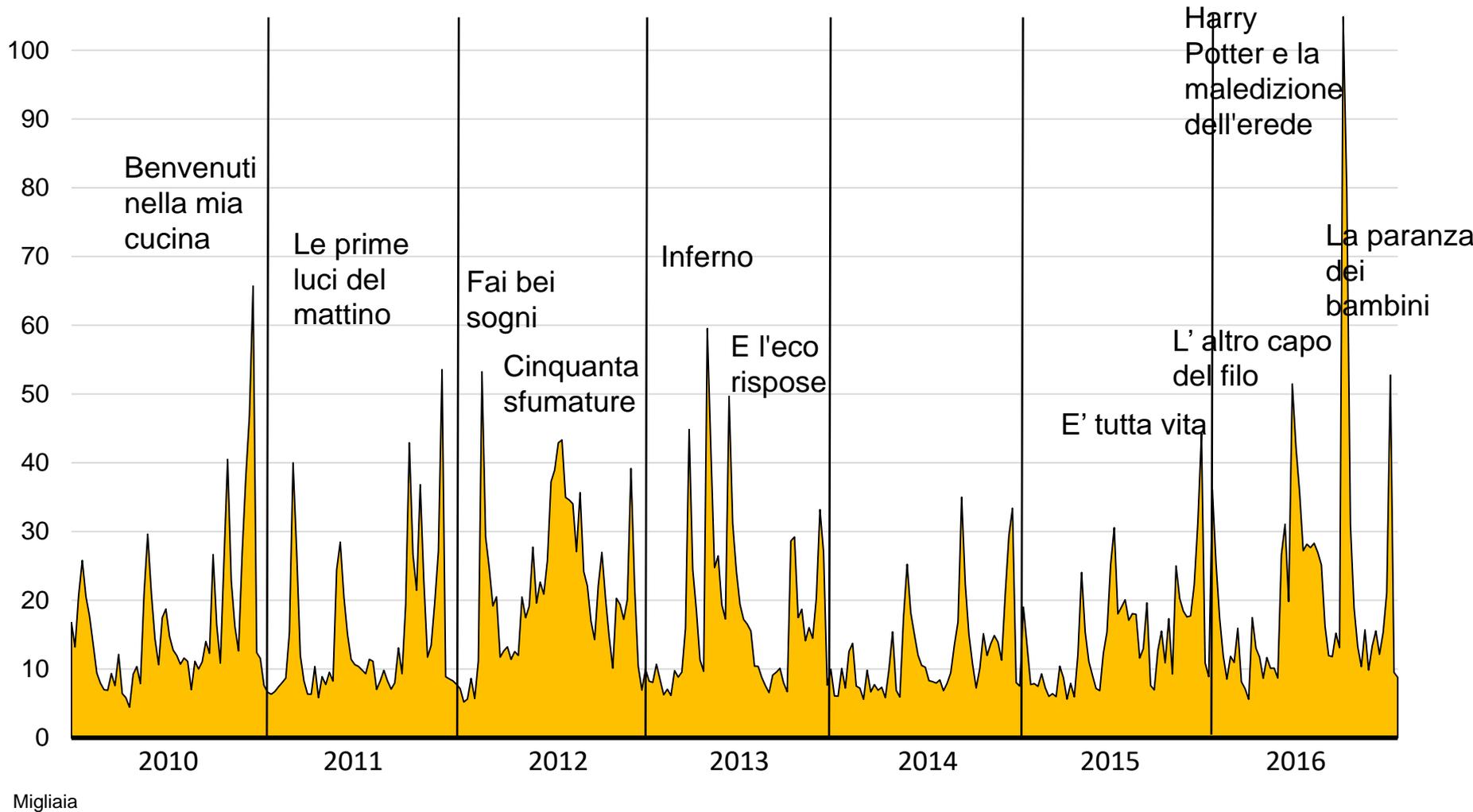


QUANTE SETTIMANE NEI TOP 10



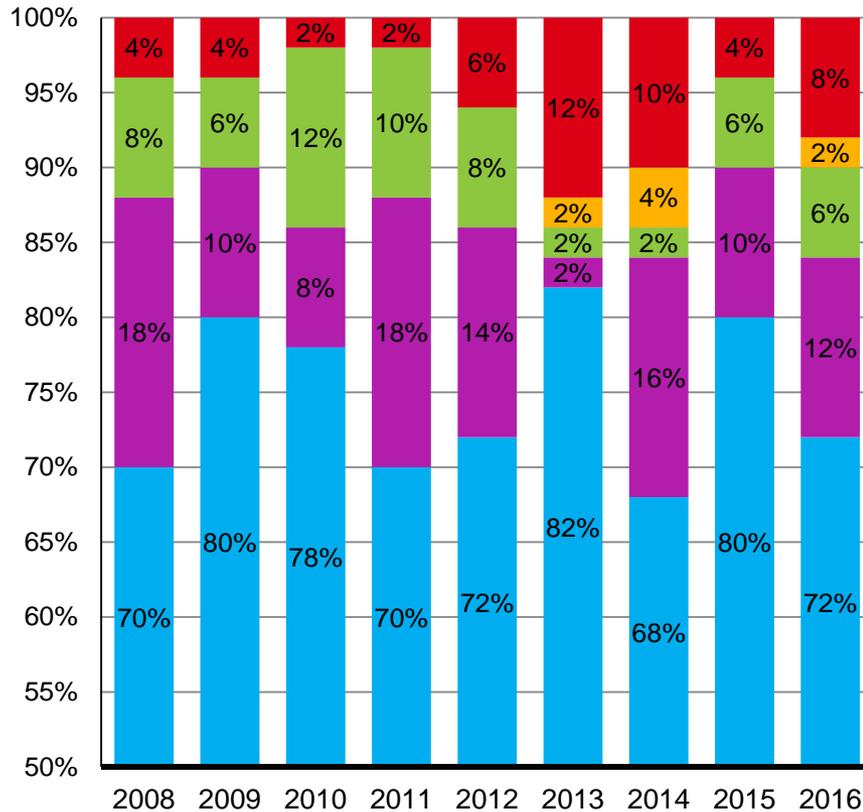
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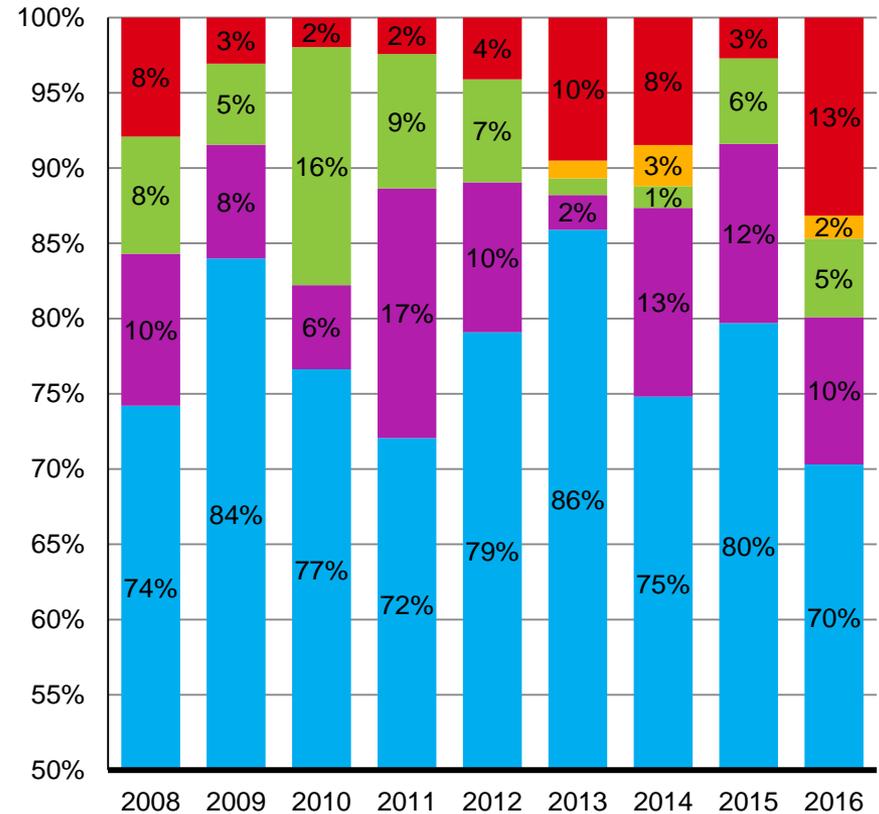


QUALI GENERI NEI TOP 50

N° referenze



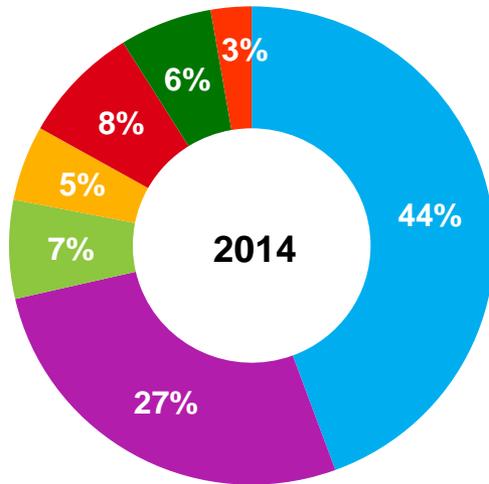
Vendite a volume



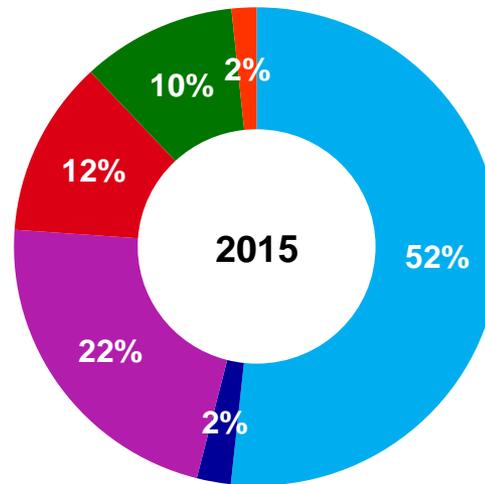
■ Fiction ■ Non-Fiction Generale ■ Non-Fiction Pratica ■ Non-Fiction Specialistica ■ Bambini e ragazzi

QUALI SOTTOGENERI PER I TOP 50

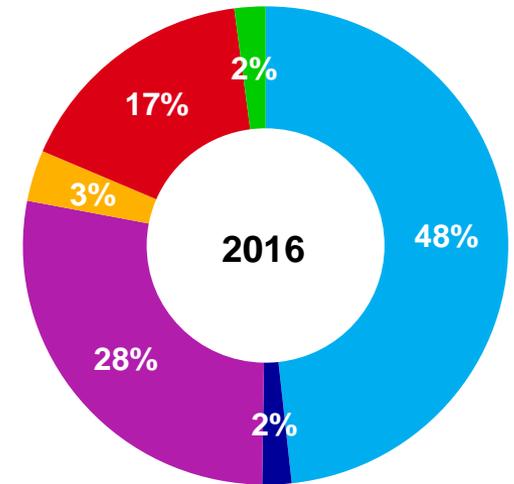
Fiction



- Fiction e Letteratura Generale
- Crime e Thriller
- Science Fiction e Fantasy
- Fiction Storia e Mitologia
- Romanzi d'amore
- Fiction erotica
- Fiction di guerra



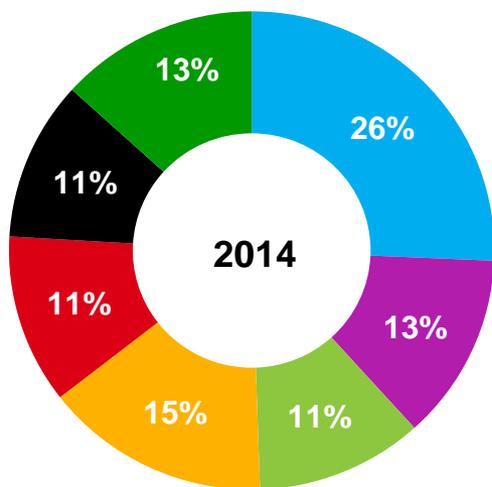
- Fiction e Letteratura Generale
- Antologie di racconti e opere di fiction
- Crime e Thriller
- Romanzi d'amore
- Fiction erotica
- Fiction di guerra



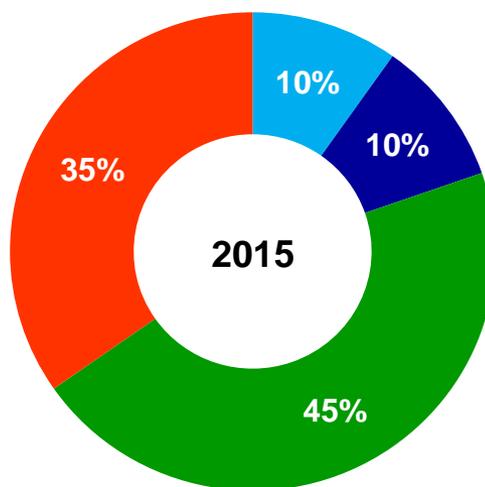
- Fiction e Letteratura Generale
- Antologie di racconti e opere di fiction
- Crime e Thriller
- Fiction su Storia e Mitologia
- Romanzi d'amore
- Graphic Novel

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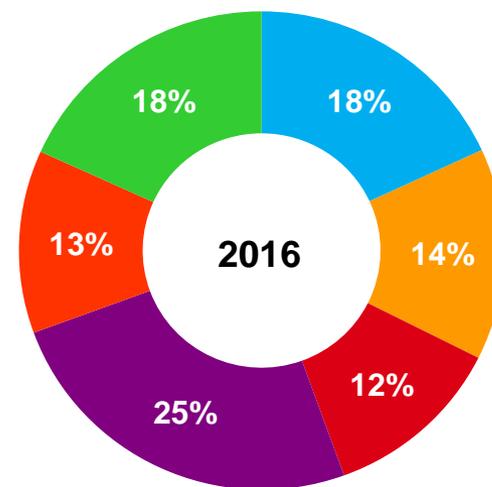
Non Fiction Generale



- Biografie: Generale
- Biografie: Sport
- Biografie: Letteratura
- Storia nazionale e regionale
- Storia: Temi specifici
- Governo e istituzioni
- Current Affair e questioni aperte



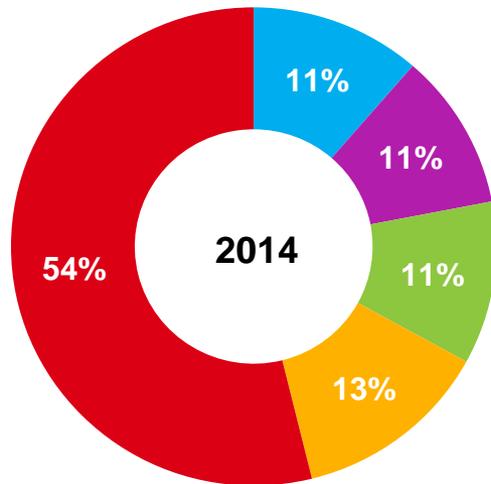
- Biografie: Generale
- Biografie: Storia, Politica, Storia militare
- Current Affair e questioni aperte
- Scienze (matematica, astronomia, etc)



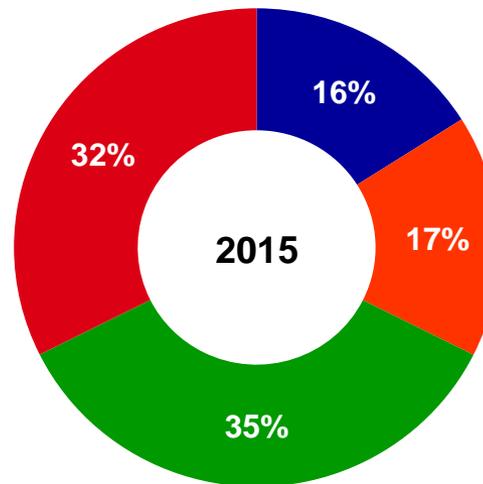
- Biografie: Generale
- Biografie: Musica e spettacolo
- Storia: Temi specifici
- Teologia Cristiana
- Scienze (matematica, astronomia, etc)
- Attualità (non politica) e cultura popolare

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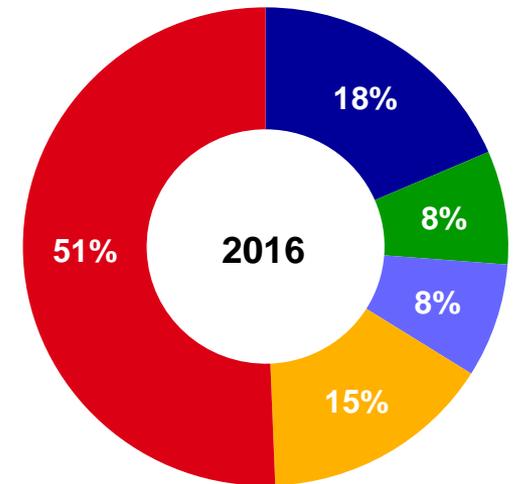
Altri generi



- Comici TV (tie-in)
- Psicologia
- Pedagogia e Insegnamento
- Ragazzi 6-9 anni: Fiction
- Ragazzi 10-13 anni: Fiction



- Fitness e Diete
- Cura e prevenzione delle malattie
- Self Improvement: generale
- Ragazzi 10-13 anni: Fiction



- Fitness e Diete
- Self Improvement: generale
- Studi culturali
- Ragazzi 6-9 anni: Fiction
- Ragazzi 10-13 anni: Fiction

The image features the Nielsen logo centered on a vibrant green background with a wavy, undulating texture. The word "nielsen" is written in a white, lowercase, serif font. Below the letters, there is a horizontal line of eight white dots, with the first dot positioned under the 'n' and the last dot under the 'n'.

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