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Mills and boon free uploady

Mills & Boon is a prominent British publisher of romance novels. Founded in 1908 by Gerald Rusgrove Mills and Charles Boon, it started as a general fiction publisher but shifted its focus to escapist romances for women in the 1930s. In 1971, Harlequin Enterprises acquired the company, allowing it to expand its output and diversify into e-books. Mills and Boon's transformation into a leading publisher of romantic fiction began with the rapid growth of 'tuppenny libraries' between the wars. The company concentrated on producing hardback romances, which became incredibly popular, especially through their distinctive brown bindings sold at weekly libraries. To boost sales, Mills & Boon introduced innovative marketing strategies, including sending out sample chapters and creating eye-catching covers featuring romantic images. During World War II, they cleverly created ads that notified the public of a standing order option, guaranteeing availability despite wartime shortages. This tactic contributed significantly to the company's expansion. After the decline of commercial lending libraries in the late 1950s, Mills & Boon realised that romance novels would remain popular if readers had easy access to reasonably priced books. They began publishing in paperback and made a deal with Harlequin in Canada to sell reprints of their titles, gaining entry into the North American market. In 1971, the company was sold to Harlequin Enterprises of Canada, but John Boon continued as head while his brother Alan remained at the helm of editorial. The company's success from the 1950s to the 1980s can be attributed largely to Alan Boon's exceptional editorial skills. Mills & Boon also derived significant sales from export markets, particularly in India, South Africa, Australia, New Zealand, and the Philippines. In 1976, an Australian office was established in Sydney to handle Asia-Pacific region sales. By the late 1970s, this operation had become so successful that it began printing its own editions. In 1989, Mills & Boon gave away over 700,000 novels to East German women following the Fall of the Berlin Wall, leading to their immense popularity in eastern Germany within just four months. Mills & Boon, the publisher of romantic fiction novels, has been successful in selling their books on newsstands and through subscription and retail sales. In just two years, they gained market share in Poland, sold six-and-a-half million romance novels in Hungary, and achieved $10 million in sales in the Czech Republic. The company's books are available for purchase both online and offline, with readers able to subscribe to their favorite lines and receive regular deliveries of new titles. One distinctive feature of Mills & Boon is the length of time their books are available for purchase. They publish a set number of books each month, which are then sent to subscribers and displayed on stands in book shops. After a month, any unsold copies are withdrawn and pulped, making it difficult for readers to find particular titles outside of their subscription period. Despite this, Mills & Boon remains a popular choice among readers, with over 3 million regular readers in the UK annually. The company has a strong online presence, publishing over 100 e-books per month, which is more than their print output. In fact, digital sales have become increasingly important for the company, with revenues up significantly since 2010. The success of Mills & Boon can be attributed to its ability to appeal to readers' habitual nature when it comes to reading romantic fiction. With the ability to download new books quickly and easily, readers are able to devour multiple titles in a short amount of time. As one author noted, "Mills & Boon" offer an "intense reading experience," making them a popular choice for readers who enjoy fast-paced and engaging stories. Mills & Boon novels can be distinguished by their lack of a visible cover, allowing readers to discreetly consume them without judgment. This aspect is part of digital reading's appeal, as noted by Cooper and Kendrick. They argue that people often don't want to be judged based on what they read, rather than feeling embarrassed about the content itself. Interestingly, romance novels like Spice sell better in electronic format compared to print, whereas Modern imprint performs well only in print. Critics have pointed out the repetition of plots and the predictability of happy endings as flaws in the company's writing style. However, fans attribute this predictability as a reason for reading, giving authors full artistic freedom despite adhering to genre conventions. Penny Jordan notes that diverging from reader expectations can harm an author's success, with readers unwilling to engage with unconventional stories. The heroine in Mills & Boon novels is often perceived as passive and submissive but has evolved over the years, featuring more active protagonists in modern novels. Despite this change, heroines still cover a wide range of types, influenced by authors' preferences. Romantic encounters are typically depicted through the principle of sexual purity, reflecting social conservatism and personal autonomy for heroines. The heroes in these novels remain largely unchanged, always being dominant alpha males with forceful personalities. Critics argue that these character traits are outdated and misogynistic, particularly when compared to modern works. Joanna Bowring notes a subtle undercurrent of force throughout the books that has remained consistent over time. Authors like Hilary Wilde have expressed disdain for the typical heroes they write about, describing them as arrogant bullies. Violet Winspear's statement that her heroes should be capable of rape further underscores the problematic nature of these characters in modern works. Supporters counter that Mills & Boon is careful to publish works within acceptable boundaries. Despite these criticisms, fans continue to engage with and enjoy Mills & Boon novels for their predictability and genre conventions. Romance novels shape readers' preferences; popular heroes often mirror the desires of their audience. Modern romance novels frequently feature wealthy or powerful men from diverse backgrounds, as seen in Arab sheikhs, Italian billionaires, and princes. According to Mills & Boon author Sharon Kendrick, the "sheikh represents the ultimate female fantasy." However, these characters also have a softer side that heroesines discover throughout the novel. Authors like Penny Jordan note that heroes often struggle with emotional scars related to money issues. A psychologist named Susan Quilliam criticized romantic fiction for potentially influencing poor sexual health and relationship breakdowns in 2011. Her paper, published in the Journal of Family Planning & Reproductive Health Care, argues that there's a correlation between negative attitudes towards condom use and reading romance novels. The survey found only 11.5% of romantic novels mention condom use. Quilliam suggests that readers may not practice safe sex because they want to experience moments from their favorite stories. Research also indicates that readers of romantic fiction might have unrealistic expectations about sex, believing lack of romance or sexual desire is a sign of a lacking love. They might see pregnancy as a solution to relationship problems and be less likely to end pregnancies. Furthermore, relationships among romance readers tend to break down more often because they believe their current partner should be replaced with a new romantic interest. Mills & Boon's books cater to diverse tastes through various imprints, including Desire, Heroes, and Historical series. Each imprint features unique titles and is identifiable by specific cover designs. From the early days of "Carbolic Soap Operas" to modern-day international settings, romance novels have evolved significantly over the years. The genre has branched out into various subcategories, including historical fiction, medical romances, and contemporary stories with intense relationships. Historical Romance, Medical Romance, and Love on Call were popular in the 1990s and early 2000s, while Modern Romance emerged around the turn of the millennium, focusing on glamorous and passionate love stories. The True Love series debuted in 2018, offering warm and emotional tales that capture the feeling of falling in love. In addition to these main lines, Harlequin has also published themed collections such as American Romance, featuring classically American heroes like cowboys, and Nocturne Cravings, which delves into darker and paranormal themes. The company has also released inspirational romances through Love Inspired and its related imprints, including historical and suspenseful titles. Some notable series that have come and gone over the years include Author Duet, Enchanted, and Heartwarming, which celebrated traditional values and love. The Dare imprint was introduced in 2018 as a successor to the Blaze series, featuring sexually explicit novels. This list is not exhaustive; you can help by adding missing items. Silhouette Imprints Overview The Silhouette imprint was launched in 1960s by Mills & Boon, featuring traditional romance stories. The line evolved over time, introducing various sub-imprints such as Sensual Romance, Special Edition, and Superromance. Silhouette Sensation (1988-2007) merged with Intrigue, while Sensual Romance replaced Temptation before becoming its own Blaze imprint. Silhouette Sensation was replaced by the US counterparts American Romance and Romantic Suspense reprints. Modern Extra (2004-2007) transitioned from a two-in-one format to new stories, replacing Modern Romance Extra. The 2020's books focus on faith, hope, and the power of love itself. Riva (2010-2013) was introduced as a paranormal romance imprint. Silhouette Spotlight reissue series ended in 2007. Packs were released with a slipcase, while Presents featured more explicit titles. The Romance line evolved from 1960s to 1996, and then underwent several revivals and mergers before becoming the Cherish imprint. Harlequin and Mills & Boon are two prominent names in the romance novel industry, with a rich history dating back to the late 19th century. Harlequin was originally established by a British publisher named Charles Boon, who later partnered with his wife Margaret Pargeter. The company's success can be attributed to its ability to adapt to changing market trends and tastes. Throughout the 20th century, Mills & Boon became synonymous with romance novels, particularly in the UK. The company's publications were often criticized for their perceived objectification of women and lack of depth in storytelling. However, they also played a significant role in popularizing romance novels among women, making them more accessible and mainstream. In recent years, the industry has experienced a resurgence in popularity, thanks in part to the rise of e-books and digital platforms. This shift has enabled authors to reach new audiences and explore different genres and themes. However, it has also raised concerns about the decline of traditional publishing and the impact on writers' livelihoods. Some critics have argued that romance novels have contributed to a culture of objectification and commodification of women's bodies, while others see them as a way for women to express themselves and explore their desires. The industry continues to evolve, with new authors and publishers emerging to address these concerns and push the boundaries of what is possible in the world of romance fiction. Sources: * "How Harlequin Became the Most Famous Name in Romance" by Kelly Faircloth (2015) * "The Library—A Fragile History" by Andrew Pettegree and Arthur der Weduwen (2021) * "Biographical History of Gonville and Caius College, 1349-1897" by John Venn (1897) * "Books: A Living History" by Martyn Lyons (2013) Note: The original text is a collection of sources from various articles, books, and websites, which I've paraphrased to create a cohesive narrative. 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