



**FROM BLOFELD TO
MONEYPENNY: GENDER
IN JAMES BOND**

DR STEVEN GERRARD

OUTPUT INFORMATION

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From Blofeld to Moneypenny

Gender in James Bond

Steven Gerrard

EMERALD STUDIES IN POPULAR CULTURE AND GENDER

ADDITIONAL INFORMATION STATEMENT

The James Bond phenomenon, mostly associated with the Eon Productions films spanning seven decades, shows no sign of abating. Despite COVID-19 curtailing Daniel Craig's last outing as 007, there are books, graphic novels, radio adaptations, and more, expanding the Bondian cultural sphere.

There has been considerable research focusing specifically on the Bond films as a cultural and social product. Therefore, Gerrard's book – an edited collection of fourteen chapters (all either written or edited by Gerrard) – focuses specifically on conceptions of gender within the Bond oeuvre, not only to add to the existing canon but to expand it.

Gerrard instigated this project in 2018. The project was 100% under Gerrard's leadership, apart from where the publisher made directions, and with individual chapter contributors writing their chapters. Gerrard authored the book's Introduction and Conclusion, as well as writing a chapter. This was to give a sense of overall continuity and style to the book. Each chapter was written by the individual contributors. However, as editor, it was Gerrard's role to ensure that the 'house style', content and overall ethos of the book had a coherent identity and unified purpose.

Gerrard issued and managed the Call for Papers, and found the publisher, and led all organisational, editorial, data gathering and administrative activities. Also, working collaboratively with the publisher's editorial team, he contributed to the marketing strategy. Gerrard also helped design the cover in consultation with the publisher's design team.

The book took just over two years to come to fruition, from initial idea to publication. This was timed to capitalise on the release of No Time to Die – the latest Bond film. The book was due out the day before the film's original release: due to Covid-19, the film's release date has been postponed until 2021.

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Links:

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Email:

S.D.Gerrard@leedsbeckett.ac.uk

[WWW.LEEDSBECKETT.AC.UK/LARC](http://www.leedsbeckett.ac.uk/larc)

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