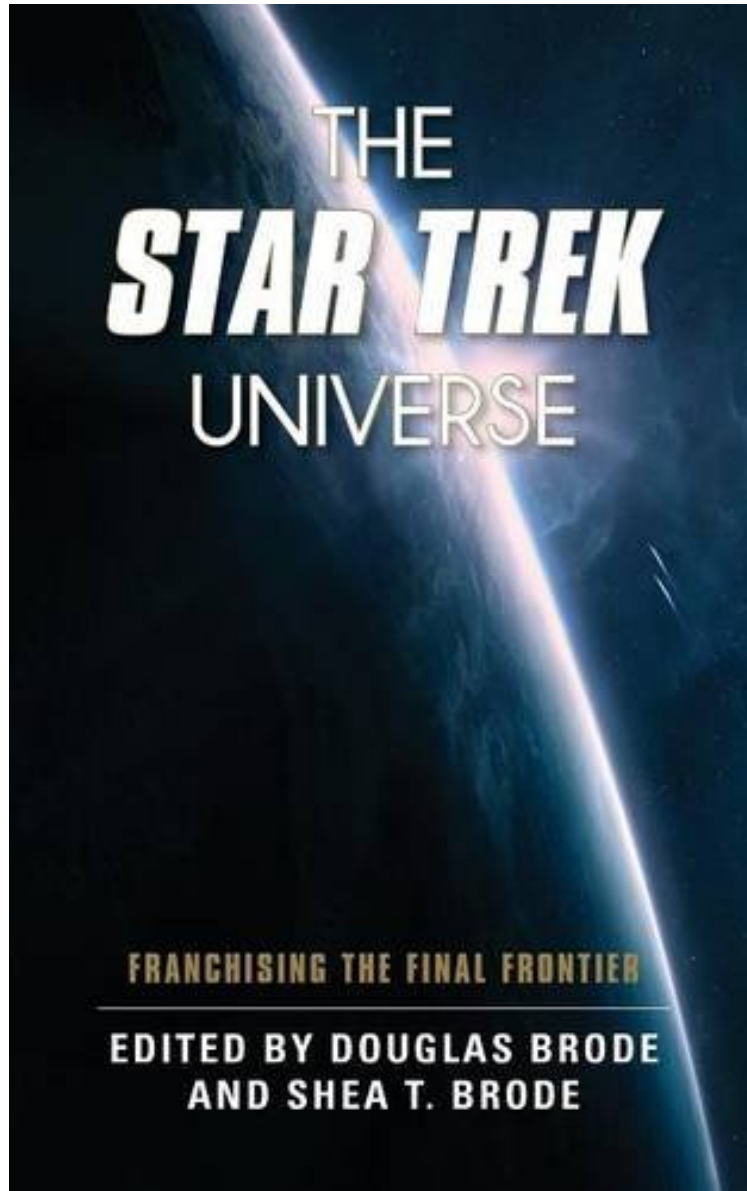


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## The Star Trek Universe: Franchising the Final Frontier

*From Rowman Littlefield Publishers*

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**From Rowman Littlefield Publishers : The Star Trek Universe: Franchising the Final Frontier** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Star Trek Universe: Franchising the Final Frontier:

As one of the most influential shows of all time, Star Trek continues to engage fans around the world. But its cultural impact has grown far beyond the scope of the original seventy-nine episodes. The show spawned an unprecedented progeny, beginning with Star Trek: The Next Generation, followed by three additional series of space exploration. Film versions featuring Captain Kirk, Mr. Spock, and other original crew members first appeared in 1979, followed by a number of successful sequels and ultimately a reboot of the original show. From the modest ambitions of the shows creator, Gene Roddenberry, Star Trek gradually transformed into a true franchise, an expanded universe that continues to grow. In *The Star Trek Universe: Franchising the Final Frontier*, Douglas and Shea T. Brode have collected several essays that examine the many incarnations that have arisen since the original program concluded its run in 1969. Every aspect of media into which Star Trek has penetrated is covered in this collection: the four television shows, literature, toys, games, and the big screen reboot of the original series featuring the Enterprise and her crew. Essays address a number of elements, particularly how the franchise has had an impact on gaming, fandom, and even technology. Other essays consider how race, gender, and sexuality have been addressed by the various shows and films. After a half century of boldly exploring topical issues that concern all of humanity, Star Trek warrants serious attention now more than ever. Looking beyond the entertainment value of its many versions, *The Star Trek Universe* a companion volume to Gene Roddenberry's *Star Trek* offers provocative essays that will engage scholars of gender studies, race studies, religion, history, and popular culture, not to mention the shows legions of fans around the planet.

This fascinating collection of essays . . . boldly takes readers where they've never gone before. . . Douglas Brode's brilliant introduction will immediately immerse you in the book's frame of mind. And you'll find yourself poring through the pages, enthralled, absorbing perspectives on the Star Trek universe you might never have otherwise contemplated. (Pop Culture Classics) [This book is] one of the more accessible academic explorations of Star Trek that I've read, meaning that Trek fans don't need to have an academic background to appreciate the ideas raised. . . You should still boldly go and seek out this book. Reading something that leaves you hungry for more can be a very good thing. Sample the ideas on offer in *The Star Trek Universe: Franchising the Final Frontier*, let them spark conversations and inspire you to dig deeper on the topics that most interest you. (Trekkie Feminist) About the Author Douglas Brode is a screenwriter, playwright, novelist, graphic novelist, film historian, and multi-award-winning journalist. He is the coauthor (with Carol Serling) of *Rod Serling and The Twilight Zone: The Official 50th Anniversary Tribute* (2009) and coeditor (with Leah Deyneka) of *Sex, Politics, and Religion in Star Wars, Myth, Media, and Culture in Star Wars, and Dracula's Daughters*. Shea T. Brode has an MA in Literature and Cultural Studies from the University Autònoma de Madrid. Douglas and Shea are the coeditors of *Gene Roddenberry's Star Trek: The Original Cast Adventures* (Rowman Littlefield, 2015).