



Says


Thinks



Book cover says title, author, graphics, subtitle, summary, and about the author.

Grab the reader's attention with contrast .

Book cover says let readers know the book's genre.

 The book's back cover often contains more sustantive information like the author bio, a short discription of the story. Grab the reader's attention with contrast.

Make bold choice with typography.

Convey the mood of the book through the cover.





Using different colours on the book cover is very attractive.

Once a front cover has caught the reader's attention, its upto back cover to convince them to actually buy and read the book.

An attractive and interesting book cover usually fairs better than dull cover and it will affect its marketing and sales performance.

Book cover could communicate as much about a book to the potential reader as possible

 Book cover offer the first glimpse into the content of a text .

Readers are attracted to the book cover's colours, typefaces, well defined quotes and the background images.



Does

Feels

