

# Table of Contents

Acknowledgements	9
Introduction: Specters of 007 <i>Jaap Verheul</i>	11

## **Part I Beyond Britain: The Transnational Configuration of the James Bond Phenomenon**

1. The Forgotten Bond: The CBS production of <i>Casino Royale</i> (1954) <i>James Chapman</i>	25
2. A Socialist 007: East European Spy Dramas in the Early James Bond Era <i>Mikołaj Kunicki</i>	41
3. From Indianization to Globalization: Tracking Bond in Bollywood <i>Ajay Gehlawat</i>	61
4. The Dead Are Alive: The Exotic Non-Place of the Bondian Runaway Production <i>Melis Behlil, Ignacio M. Sánchez Prado, and Jaap Verheul</i>	81
5. Bond Rebooted: The Transnational Appeal of the Daniel Craig James Bond Films <i>Huw D. Jones and Andrew Higson</i>	103

## **Part II Beyond The Hero: The Cultural Politics of 007**

6. Paradoxical Masculinity: James Bond, Icon of Failure <i>Toby Miller</i>	125
7. Femininity, Seriality and Collectivity: Rethinking the Bond Girl <i>Moya Luckett</i>	149

8. Market Forces: James Bond, Women of Color, and the Eastern Bazaar <i>Lorrie Palmer</i>	171
9. Shaken, Not Stirred Britishness: James Bond, Race, and the Transnational Imaginary <i>Anna Everett</i>	187
10. Global Agency between Bond and Bourne: <i>Skyfall</i> and James Bond in Comparison to the Jason Bourne Film Series <i>Seung-hoon Jeong</i>	207

### **Part III Beyond the Films: The Transmediality of the James Bond Franchise**

11. James Bond and Art Cinema <i>Christopher Holliday</i>	229
12. Branding 007: Title Sequences in the James Bond Films <i>Jan-Christopher Horak</i>	249
13. "Unlike Men, The Diamonds Linger:" Bassey and Bond Beyond the Theme Song <i>Meenasarani Linde Murugan</i>	269
14. <i>Skyfall</i> and Global Casino Culture <i>Joyce Goggin</i>	289
15. Three Dimensions of Bond: Adaptive Fidelity and Fictional Coherence in the Videogame Adaptations of <i>GoldenEye</i> <i>Ian Bryce Jones and Chris Carloy</i>	309
Index	327