The Nine Circles of Dan Brown

On May 14, dark prince of conspiracy-based historical thriller, Dan Brown will release
Inferno, the Dante-inspired Earthly work in his Robert Langdon series, a novel whose
first printing of 4 million copies all but guarantees that it'll be a giant hit—and that it will
create lots of extra work for everybody. Abandon all hope, ye who crack the spine.

"It's best sellers like Inferno that people attempt to steal because they know they'll have to buy them quickly,"
says Emily Simpson, a manager at Soul Book Store, which decided to sell books on May 21.

"I'm not a very popular but fast reader," says book critic

"If Dan Brown is going to make people think about
Dante at all, I mean," says Yves Guibert-Moreau,
"we're going to have to field some questions about the
Catholic Church. When the Da Vinci Code came out,
I thought, Okay, it's a work of fiction, and then
I looked at the opening pages, and it said
"If..." and I thought, Wait! With Inferno, it says
the same thing. The reason we want to
"like the previous cities Robert Langdon has
visited, The Lost Symbol inspired at least five
other books that aren't as good. I mean,
people are going to read it because Dan Brown
writes well and he's got a good story,
but it's not as good as his previous books.
"I'm excited to read it," says a woman,
who has just finished Inferno. "I'm
looking forward to the story and the
adventures that Robert Langdon will face this time.

"They know they'll be able to get a good return. We had an even better
weekend than we expected, and we're very happy,"
says a spokesperson from Soul Book Store.

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