readers’ advisory. Barry Trott, Editor. Your Brain on Fiction. The image of reading that is put forth in the opening pages of Zafon’s novel is one in which a book that is loved exerts an influence on and shapes the reading of other titles. This image of reading is not limited to The Shadow of the Wind. It is present in the lives of our readers. We can see it operating in the life of a particular reader that I have studied over the past eighteen years. Starting in 1991, I began videotaping Joanne talking about books she has read and enjoyed. I learned about poverty, and how it is color blind, and how many poor people work much harder than I ever would. And I learned what it was like to be in the minority. Some weeks I lived in a completely black world: churches, stores, swimming pools, restaurants.