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# Review Essay: Scary Movie Scholarship: Some Recent Work and New Directions

Ghouls, Gimmicks, and Gold: Horror Films and the American Movie Business, 1953–1968. By Kevin Heffernan. Durham and London: Duke UP, 2004. 323 pp. The Lure of the Vampire: Gender, Fiction and Fandom from Bram Stoker to Buffy. By Milly Williamson. London and New York: Wallflower Press, 2005. 213 pp. Shocking Representations: Historical Trauma, National Cinema, and the Modern Horror Film. By Adam Lowenstein. New York: Columbia UP, 2005. 255 pp

Scott Preston 

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