**Potter, the Magic is Everywhere**
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Once again, buzz about lost or stolen books, wrong deliveries and supposed content filtration have managed to make the last book of Harry Potter appear on TV, in the press and on the Internet, even before its release.

This kind of action is part of pre-marketing strategies, where the Net plays an important role thanks to its capacity to multiply the word of mouth effect. In this way, the non-official forums and web sites dedicated to J.K. Rowling’s universe have revealed themselves as two of the most appropriate ways to arouse the curiosity of an audience capable of queuing at book shops at midnight just to buy *Harry Potter and the order of the Phoenix*.

But ‘harrypottermania’ not only lives on paper. Since the first edition of the book became famous, the famous wizard’s stories have been translated into all entertainment supports, from TV and cinema to PC or videoconsole.

In fact, the strategy of the wizard’s agents is to create a title of the series in almost every domestic entertainment demand, a formula that has been used to create other successes, such as *Star Wars, Pokemon or The Lord of the Rings*.

They combine the release of books—paper or CD— with interchangeable card games, movies (cinema, rent and sale), soundtracks, *merchandising*, videogames and web sites. With this system not only it is possible to reach all kinds of users, but it also boosts cross-selling, because the user who hasn’t read any books can, through the videogame or the movie, grow fond of the story and buy other products. Moreover, the phenomenon is strengthened because every product allows users to follow the plot without knowing previous versions.

In short, Harry Potter’s marketing managers have set up a strategy that has reached a point where there are fewer and fewer *muggles* who aren’t stuck on the magic of the (now) teenager Potter.