

Comic books aren't the only publications who dabble in variant covers. Novels often find an entirely new audience by repackaging and reformatting the covers and sometimes even the content (e.g. the Harry Potter books are a good example of this, by creating fun covers with large type which appealed to children, and more elegant covers [...])

Read more: <http://goodcomics.comicbookresources.com/2015/04/22/committed-the-sublime-variant-covers-of-penguin-classics-graphic-deluxe-editions/>