What Makes a Great Book Front Cover Design?

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I’ve been wondering how much impact a book front cover design really has on reader interest, especially when books are competing in crowded online stores. It seems like even small design choices can influence whether someone clicks or ignores a book. In your experience, what elements make a book front cover design most effective? Should authors focus more on simplicity, strong visuals, or clear genre signals when trying to create a cover that truly stands out?

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