Contents

Introduction  page vii
List of Contributors  xiii
List of those attending the Conference  xiv

Lotte Hellinga  Sale Advertisements for Books Printed in the Fifteenth Century  1
Julianne Simpson  Selling the Biblia Regia: The Marketing and Distribution Methods for Christopher Plantin’s Polyglot Bible  27
Michael Harris  Printed Advertisements: Some Variations in their Use around 1700  57
Phillippa Plock  Advertising Books in Eighteenth-Century Paris: Evidence from Waddesdon Manor’s Trade Card Collection  87
Charles Benson  Many Good Books: Advertising and the Book Trade in Early Nineteenth-Century Ireland  109
Alan Powers  From Protection to Promotion: The Uses of the Book Jacket  123
Peter Straus  The Use and Effect of Literary Prizes in the Late Twentieth Century  145
Udo Göllmann  Advertising Books Online: Yesterday, Today and Tomorrow  169

Index  181