

Contents

List of illustrations ix

List of tables x

List of contributors xi

Preface xv

Introduction 1

DAVID MCKITTERICK

1 • Changes in the look of the book 75

DAVID MCKITTERICK

2 • The illustration revolution 117

MICHAEL TWYMAN

3 • The serial revolution 144

GRAHAM LAW and ROBERT L. PATTEN

4 • Authorship 172

PATRICK LEARY and ANDREW NASH

5 • Copyright 214

CATHERINE SEVILLE

6 • Distribution 238

STEPHEN COLCLOUGH

7 • Reading 281

STEPHEN COLCLOUGH and DAVID VINCENT

8 • Mass markets: religion 324

MICHAEL LEDGER-LOMAS

Contents

- 9 • Mass markets: education 359
 CHRISTOPHER STRAY and GILLIAN SUTHERLAND
- 10 • Mass markets: children's books 382
 BRIAN ALDERSON and ANDREA IMMEL
- 11 • Mass markets: literature 416
 SIMON ELIOT and ANDREW NASH
- 12 • Science, technology and mathematics 443
 JAMES A. SECORD
- 13 • Publishing for leisure 475
 VICTORIA COOPER and DAVE RUSSELL
- 14 • Publishing for trades and professions 500
 DAVID MCKITTERICK
- 15 • Organising knowledge in print 531
 DAVID MCKITTERICK
- 16 • The information revolution 567
 AILEEN FYFE
- 17 • A place in the world 595
 JOHN BARNES, BILL BELL, RIMI B. CHATTERJEE, WALLACE KIRSOP and
 MICHAEL WINSHIP
- 18 • Second-hand and old books 635
 DAVID MCKITTERICK
- 19 • A year of publishing: 1891 674
 SIMON ELIOT and RICHARD FREEBURY
- 20 • Following up *The reading nation* 704
 WILLIAM ST CLAIR
- Bibliography* 736
Index 793