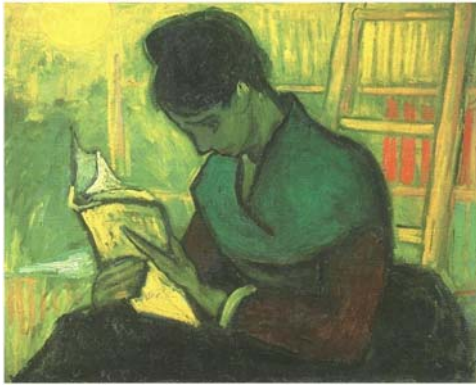


Print Culture 2010



FORTHCOMING AND RECENT BOOKS

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History of Printing

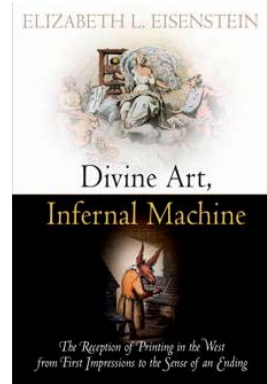
Divine Art, Infernal Machine

The Reception of Printing in the West from First Impressions to the Sense of an Ending **Elizabeth L. Eisenstein**

In *Divine Art, Infernal Machine*, Eisenstein, author of the hugely influential *The Printing Press as an Agent of Change*, has written a magisterial and highly readable account of five centuries of ambivalent attitudes toward printing and printers. Once again, she makes a compelling case for the ways in which technological developments and cultural shifts are intimately related. Always keeping an eye on the present, she recalls how, in the nineteenth century, the steam press was seen both as a giant engine of progress and as signaling the end of a golden age. Predictions that the newspaper would supersede the book proved to be false, and Eisenstein is equally skeptical of pronouncements of the supersession of print by the digital.

University of Pennsylvania Press, Dec. 2010

9780812242805, cloth, \$56.00



Out of Sorts

On Typography and Print Culture

Joseph A. Dane

In *Out of Sorts* Dane continues his examination of the ways in which the grand narratives of book history mask what we might actually learn by looking at books themselves. He considers the differences between internal and external evidence for the nature of the type used by Gutenberg and the curious disconnection between the two, and explores how descriptions of typesetting devices from the seventeenth and eighteenth centuries have been projected back onto the fifteenth to make the earlier period not more accessible but less. In subsequent chapters, he considers topics that include the modern mythologies of so-called gothic typefaces, the presence of nontypographical elements in typographical form, and the assumptions that underlie the electronic editions of a medieval poem or the visual representation of typographical history in nineteenth-century studies of the subject. Is Dane one of the most original or most traditional of historians of print? In *Out of Sorts* he demonstrates that it may well be possible to be both things at once.

University of Pennsylvania Press, Dec. 2010

9780812242942, cloth, \$75.95

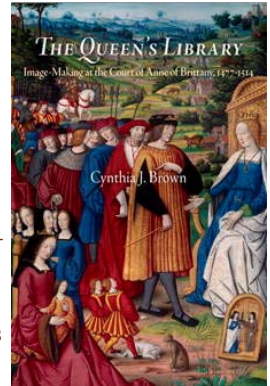
Women Readers

The Queen's Library Image-Making at the Court of Anne of Brittany, 1477-1514

Cynthia J. Brown

What do the physical characteristics of the books acquired by elite women in the late medieval and early modern periods tell us about their owners, and what in particular can their illustrations—especially their illustrations of women—reveal? Centered on Anne, duchess of Brittany and twice queen of France, with reference to her contemporaries and successors, *The Queen's Library* examines the cultural issues surrounding female modes of empowerment and book production. The book aims to uncover the harmonies and conflicts that surfaced in male-authored, male-illustrated works for and about women.

**University of Pennsylvania Press, Dec. 2010
9780812242829, cloth, \$99.95**

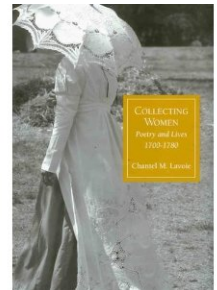


Collecting Women: Poetry and Lives, 1700-1780

Chantel M. Lavoie

This book addresses the place of early women writers in collections in order to contextualize the ways in which two different kinds of printed miscellanies not yet thoroughly considered in tandem did indeed complement one another by inventing and generating a set of expectations about the woman writer in the later seventeenth and early eighteenth centuries. By examining women in collections - poetic miscellanies and anthologies as well as biographical collections - the author offers a number of claims about the relationship between writings by women and those about women in an era that witnessed the great age of collecting in England. Chantel Lavoie lectures on eighteenth-century literature at the [University of Toronto](#).

**Bucknell University Press, Nov. 2009
9780838757499, cloth, \$66.00**



Reading Women: Literacy, Authorship, and Culture in the Atlantic World, 1500-1800

Heidi Brayman Hackel and Catherine E. Kelly, Editors

**University of Pennsylvania Press, 2009
9780812220803, paper, \$28.00**

History of Writing

Visible Writings

Cultures, Forms, Readings

Editors: Marija Dalbello and Mary Shaw

Exploring the concept and history of visual and graphic epistemologies, this engrossing collection of essays by artists, curators, and scholars provides keen insights into the many forms of connection between visibility and legibility. With more than 130 color and black-and-white photographs, *Visible Writings* sheds new light on the visual dimensions of writing



as well as writing's interaction with images in ways that affect our experiences of reading and seeing. Exploring the concept and history of visual and graphic epistemologies, this engrossing collection of essays by artists, curators, and scholars provides keen insights into the many forms of connection between visibility and legibility. With more than 130 color and black-and-white photographs, *Visible Writings* sheds new light on the visual dimensions of writing as well as writing's interaction with images in ways that affect our experiences of reading and seeing.

Rutgers University Press, Feb. 2011

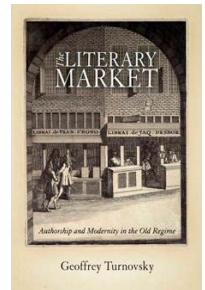
9780813548838, paper, \$43.75

The Literary Market

Authorship and Modernity in the Old Regime

Geoffrey Turnovsky

A central theme in the history of Old Regime authorship highlights the opportunities offered by a growing book trade to writers seeking to free themselves from patrons and live "by the pen." Accounts of this passage from patronage to market have explored in far greater detail the opportunities themselves—the rising sums paid by publishers and the progression of laws protecting literary property—than how and why writers would have seized on them, no doubt because the choice to do so has seemed an obvious or natural one for writers assumed to prefer economic self-sufficiency over elite protection. In *The Literary Market*, Geoffrey Turnovsky claims that there was nothing obvious or natural about the choice. Writers had been involved in commercial book publication since the earliest days of the printing press, yet had not necessarily linked these activities with their freedom to think and write.



University of Pennsylvania Press, 2009

9780812241952, cloth, \$74.95

History of Reading

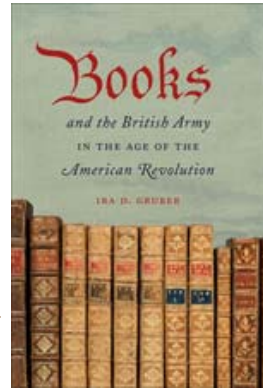
Books and the British Army in the Age of the American Revolution

Ira D. Gruber

Historians have long understood that books were important to the British army in defining the duties of its officers, regulating tactics, developing the art of war, and recording the history of campaigns and commanders. Now, in this groundbreaking analysis, Ira D. Gruber identifies which among over nine hundred books on war were considered most important by British officers and how those books might have affected the army from one era to another.

University of North Carolina, Oct. 2010

9780807833780, cloth, \$68.75



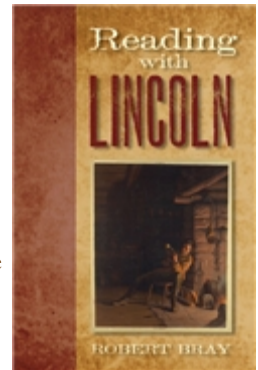
Reading with Lincoln

Robert Bray

At the core of Lincoln's success was his self-education, centered on his love of and appreciation for learning through books. From his early studies of grammar school handbooks and children's classics to his interest in Shakespeare's *Macbeth* and the Bible during his White House years, what Lincoln read helped to define who he was as a person and as a politician. This unique study delves into the books, pamphlets, poetry, plays, and essays that influenced Lincoln's thoughts and actions.

Southern Illinois University Press, Oct. 2010

9780809329953, cloth, \$37.50



The Art of Reading as a Way of Life

On Nietzsche's Truth

Daniel T. Ohara

O'Hara traces critically the current reception and translation of Nietzsche's corpus and then some of Nietzsche's boldest textual experiments in the art of reading as a way of life, including those in "The Birth of Tragedy", "The Gay Science", "Thus Spoke Zarathustra", "The Anti-Christ", and "Ecce Homo".

Northwestern University Press, Nov. 2009

9780810126220, cloth, \$28.75

The Book

History of the Book in America (5 volume set)

Edited By David D. Hall

Volume 1

The Colonial Book in the Atlantic World

Edited by Hugh Amory and David D. Hall

664 pp., 51 illus.

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The Industrial Book, 1840-1880

Edited by Scott E. Casper, Jeffrey D. Groves, Stephen W. Nissenbaum, and Michael Winship

560 pp., 43 illus.

Volume 4

Print in Motion: The Expansion of Publishing and Reading in the United States, 1880-1940

Edited by Carl F. Kaestle and Janice A. Radway

688 pp., 74 illus.

Volume 5

The Enduring Book: Print Culture in Postwar America

Edited by David Paul Nord, Joan Shelley Rubin, and Michael Schudson

632 pp., 95 illus.

University of North Carolina Press,

9780807834152, CLOTH, \$375.00

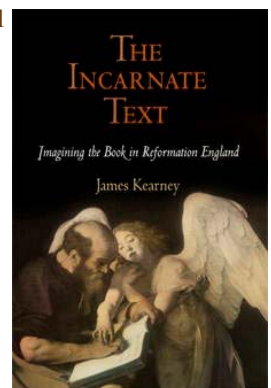
The Incarnate Text

Imagining the Book in Reformation England

James Kearney

University of Pennsylvania Press, 2009

9780812241587, cloth, \$81.00



Journalism

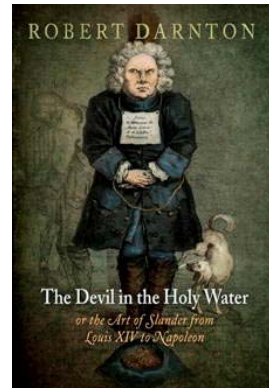
The Devil in the Holy Water, or the Art of Slander from Louis XIV to Napoleon

Robert Darnton

Slander has always been a nasty business, Robert Darnton notes, but that is no reason to consider it a topic unworthy of inquiry. By destroying reputations, it has often helped to delegitimize regimes and bring down governments. Nowhere has this been more the case than in eighteenth-century France, when a ragtag group of literary libelers flooded the market with works that purported to expose the wicked behavior of the great. Salacious or seditious, outrageous or hilarious, their books and pamphlets claimed to reveal the secret doings of kings and their mistresses, the lewd and extravagant activities of an unpopular foreign-born queen, the affairs of aristocrats and men-about-town as they consorted with servants, monks, and dancing masters.

University of Pennsylvania Press, 2009

9780812241839, cloth, \$43.50



The Vanishing Newspaper Saving Journalism in the Information Age Updated Second Edition

Philip Meyer

Five years ago in *The Vanishing Newspaper*, Philip Meyer offered the newspaper industry a business model for preserving and stabilizing the social responsibility functions of the press in a way that could outlast technology-driven changes in media forms. Now he has updated this groundbreaking volume, taking current declines in circulation and the number of dailies into consideration and offering a greater variety of ways to save journalism.

Meyer's "influence model" is based on the premise that a newspaper's main product is not news or information, but influence: societal influence, which is not for sale, and commercial influence, which is.

University of Missouri Press, 2009

9780826218773, paper, \$31.00



