

XXXXXXXXXXXX
CONTENTS

I. Introduction : The Biography of a Book 1

II. The Genesis of a Speculation in Publishing 38

The Neuchâtel Reprint Plan / 39 From the Reprint to the
Revised Edition / 44 Joseph Duplain and His Quarto
Encyclopédie / 57 Publishing, Politics, and Panckoucke / 66
From the Revised Edition to the Quarto / 76 The Paris Con-
ference of 1777 / 82 The Basis of a *Bonne Affaire* / 89

III. Juggling Editions 94

The "Second Edition" / 94 The Origins of the "Third
Edition" / 100 Imbroglios / 103 The Neuchâtel
Imprint / 111 Opening Gambits of the Final Negotiations / 116
Duel by *Lettre Ostensible* / 120 The Last Turn of the
Screw / 124 The Contract / 127

IV. Piracy and Trade War 131

Pirate Raids / 131 The Octavo Publishers and Their
Encyclopédie / 136 The Origins of the Quarto-Octavo War / 139
The Final Failure of Diplomacy / 147 Open War / 154
Pourparlers for Peace / 165 A Drôle de Paix / 171

Contents

V. Bookmaking 177

Strains on the Production System / 177	Procuring Paper / 185	
Copy / 196	Recruiting Workers / 203	Setting Wages / 212
Pacing Work and Managing Labor / 219	Printing: Technology and the Human Element / 227	

VI. Diffusion 246

Managerial Problems and Polemics / 246	Marketing / 254		
Booksellers / 263	Prices and Consumers / 273	The Sales Pattern / 278	
Subscribers, A Case Study / 287	Diffusion in France / 295	Diffusion Outside France / 299	Reading / 319

VII. Settling Accounts 324

The Hidden Schism of 1778 / 325	A Preliminary <i>Règlement de Comptes</i> / 331	The Feud Between Duplain and the STN / 336
Marketing Maneuvers / 343	The Perrin Affair / 349	The Anatomy of a Swindle / 360
The Final Confrontation in Lyons / 370	Dénouement / 376	Epilogue / 381

VIII. The Ultimate *Encyclopédie* 395

The Origins of the <i>Encyclopédie méthodique</i> / 395	The Climactic Moment in Enlightenment Publishing / 403	The Liégeois Settlement / 410
Panckoucke's Conception of the Supreme <i>Encyclopédie</i> / 416	Panckoucke as an Editor / 423	The Authors of the <i>Méthodique</i> / 430
Two Generations of Encyclopedists / 437	From Voltairianism to Professionalism / 447	Launching the Biggest Book of the Century / 454

IX. Encyclopedism, Capitalism, and Revolution 460

Panckoucke's Folly / 460	From Encyclopedism to Jacobinism / 481
An Enlightenment Publisher in a Cultural Revolution / 496	The Last of the Encyclopedists / 510

Contents

X. Conclusion 520

The Production and Diffusion of Enlightenment / 520	Enlighten-
ment Publishing and the Spirit of Capitalism / 531	The
<i>Encyclopédie</i> and the State / 535	The Cultural Revolution / 539

Appendices 549

A. Contracts of the <i>Encyclopédie</i> Publishers, 1776–1780 / 549
B. Subscriptions to the Quarto <i>Encyclopédie</i> / 586
C. Incidence of Subscriptions in Major French Cities / 594
D. Contributors to the <i>Encyclopédie Méthodique</i> / 597

Bibliographical Note 611

Index 619

Figures

1. The Distribution of Paper in the Neuchâtel Quarto: Volume 24	194–195
2. Manpower and Productivity, June–November 1778	226
3. Work-Flow in the Shop, April 19–24, 1779	240
4. The Production of Volume 6, July–December 1777	241
5. The Diffusion of the Quarto, France and the French Border- land	279
6. Subscribers to the Quarto in Besançon	291
7. Comtois Subscribers Outside Besançon	292
8. The Diffusion of the Quarto Outside France	301
9. The Subscription Swindle	362
10. Two Generations of Encyclopedists, Geographical Origins	442–443
11. Two Generations of Encyclopedists, Social Position	445

Contents

Illustrations from the *Encyclopédie*

Grinding rags into stuff in a paper mill.	183
Making sheets of paper from a mold.	184
Type, set in a composing stick and justified.	231
Composing lines and imposing pages.	232
Beating the forme and pulling the bar of the press.	233
The common press.	234

Table

The Flow of <i>Encyclopédie</i> Paper to Neuchâtel	190–191
--	---------