Contents

7 INTRODUCTION

History of the Book in the Low Countries: a Short Survey of Current Education, Research and Presentation Marieke van Delft

17 SURVIVING THE PUBLISHING DILEMMA Financial and Cultural Strategies in Post-War Publishing Helleke van den Braber

31 THE ENCYCLOPAEDIA AS PIONEER OF THE JOURNAL The Early Years of Elsevier's Scientific Publishing Company, 1936-1956 Dorien Daling

49 PRINTERS AND PRINTING POLICY AT LEUVEN UNIVERSITY, 15TH-18TH CENTURIES Pierre Delsaerdt

65 THE PRESTIGE OF COMPLETE WORKS Some Editions of Joost van den Vondel (1587-1679) Discussed Berry Dongelmans

- 83 BUSINESS HISTORY AND THE STUDY OF PUBLISHING HOUSES Frank de Glas
- 101 LOTTERIES FOR BOOKS IN THE DUTCH REPUBLIC IN THE LATE 18TH CENTURY A New Method of Marketing Hannie van Goinga
- 117 POETRY AS A COMMODITY The Practical Application of Network Analysis José de Kruif

137 THE EARTHLY RACE ONE FAMILY The Interconnection of the Dutch and German Book Trade, 1750-1840 Inger Leemans

157 ECHOES OF FRANCE

Translations from French into Dutch in 1759 Edwin van Meerkerk

173 ACROSS THE BORDERS... AND BACK HOME AGAIN Publishing Dutch Literature at the Turn of the 20th Century Jan Pauwels

189 BETWEEN REALITY AND REPRESENTATION The Image of the Pedlar in the 18th Century Dutch Republic Jeroen Salman

203 SCOUTING FOR POPULAR FICTION BETWEEN THE WORLD WARS Adriaan van der Weel

219 BIOGRAPHICAL NOTES