

# CONTENTS

## Introduction

- 1 Books and Book History in Motion: Materiality, Sociality and Spatiality** 1  
Daniel Bellingradt and Jeroen Salman

## Part I Beyond Production

- 2 Promoting the Counter-Reformation in Provincial France: Printing and Bookselling in Sixteenth-Century Verdun** 15  
Malcolm Walsby
- 3 Conrad Gessner and the Mobility of the Book: Zurich, Frankfurt, Venice (1543)** 39  
Paul Nelles
- 4 Paper Networks and the Book Industry. The Business Activities of an Eighteenth-century Paper Dealer in Amsterdam** 67  
Daniel Bellingradt

- 5 **Marketing a New Legal Code in Fifteenth-Century Castile: A Case Study of the Interactions Between Crown, Law and Printing** 87  
Benito Rial Costas

## **Part II Beyond Circulation**

- 6 **Links Between Newspapers and Books: The Case of an Early ‘Media Tycoon’ in Late Eighteenth-Century Central Europe** 111  
Andreas Golob
- 7 **Publishers, Editors and Artists in the Marketing of News in the Dutch Republic circa 1700: The Case of Jan Goeree and the *Europische Mercurius*** 143  
Joop W. Koopmans
- 8 **The Battle of Medical Books: Publishing Strategies and the Medical Market in the Dutch Republic (1650–1750)** 169  
Jeroen Salman
- 9 **What Killed Théodore Rilliet de Saussure? Censorship and the Old Regime in France, 1769–1789** 193  
Mark Curran

## **Part III Beyond Consumption**

- 10 **Reading Strategies in Scotland circa 1750–1820** 221  
Vivienne S. Dunstan
- 11 **Italian Books and French Medical Libraries in the Renaissance** 243  
Shanti Graheli

<b>12 Printed in Europe, Consumed in Ottoman Lands: European Books in the Middle East, 1514–1842</b>	<b>267</b>
Geoffrey Roper	
<b>Epilogue: Materiality, Sociality and Spatiality and the need for Book Historical Innovation</b>	
<b>13 Matter, Sociability and Space: Some Ways of Looking at the History of Books</b>	<b>289</b>
Joad Raymond	
<b>Index</b>	<b>297</b>