

Contents

List of tables	vii
List of figures	viii
List of illustrations	ix
List of maps	x
Acknowledgements	xi
List of abbreviations	xiii
Foreword by Robert Darnton	xv
Introduction	I
1. Surveying the book trade	8
i. Sartine's comprehensive 'Tableau général de la librairie'	10
ii. Forms, surveys and bureaucracy	17
iii. Surveying the book trade	21
iv. Surveys in context	29
2. Policing the book trade: the system and its failures	36
i. Inspecting printing shops and bookstores	38
ii. Examining incoming books	41
iii. The failure of the <i>Code de la librairie</i>	47
iv. Structural inefficiencies	55
3. Local administration: corporate bodies, urban institutions and state agents	65
i. Urban institutions and local policing	65
ii. Guilds and the failure of self-policing	68
iii. Urban politics	76
iv. The royal administration and the search for local relays	87
4. The concentration of printing	98
i. Three key decrees and their implementation	101
ii. Cutting down the number of printing shops	110
iii. Curbing the proliferation of small centres	117
iv. Concentration and centralisation of presses	127
v. Overcapacity and the myth of provincial decline	132
vi. Workforce concentration	139

Contents

5. Booksellers: the rise of the bookstore	146
i. Regulations and boundaries of the book trade	146
ii. Royal policy on bookselling	156
iii. The diverging paths of bookselling and printing	163
iv. The fall and rise of the provincial bookstore	171
v. Printer-booksellers at the crossroads	174
6. Print markets	184
i. Institutions and readers	184
ii. Market segments	193
iii. Commercial networks and the geography of the book trade	201
Conclusion	219
Appendix 1: Surveys of the book trade (1700-1784)	223
Appendix 2: <i>Acquits à caution</i>	227
Appendix 3: Verification and modifications to the 1764 survey results	230
Appendix 4: Core group	240
Bibliography	243
Index	293