(Horizon 2020, ERC-2015-ADG n. 694476)

Angela Nuovo, Principal Investigator
The “printing revolution” does not consist in a change in the technology of book-making but in the process, prolonged over the entire course of the early modern age, of the formation of the printed book market and the creation of readers as purchasers and consumers of books.
The merchands of Renaissance Europe
Sources for book prices in the early modern book trade
The privilege system in Venice

The privilege system was the first attempt to control the printing sector to take hold in early modern Europe and the dominant one until the introduction of copyright laws.
General Business Ledger of the Plantin Press in Antwerp, 1563–67
The Gabiano papers (1522): 110 commercial letters from 42 different correspondents
A database of book prices for the early modern period

Out of all the historical data on books available to study today, book prices represent the least known and least exploited.

Because of the sheer quantity, detail and extent of this data, the analysis of book prices will be able to give us an unprecedented insight into the European book trade from the perspective of sellers and buyers (and therefore, readers).
Understanding the economy of print is not to turn one’s back on the world of ideas.

It is a necessary prerequisite to understanding that world.
More information at http://emobooktrade.uniud.it/
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The Early Modern Book Trade

This project will explore the idea - and the evidence to prove it - that the so-called printing revolution does not consist of a change in book-making technology but in the process, prolonged over the entire course of the early modern age, of the formation of the printed book market and the reactions...