

Call for Papers

St Andrews Book Conference 2015



Buying and Selling

Conference: 18-20 June 2015

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In 1472 the printers Sweynheym and Pannartz wrote a petition to Pope Sixtus IV: left with a large number of unsold printed books, they were now forced to ask for financial help or face utter failure. The advent of print changed the dynamics of supply and demand altogether. Some printers boomed while others quickly went bust. Pioneering merchants negotiated the book trade's position within traditional labour market structures. Early printing entrepreneurial successes depended on the ability of printers and publishers to mould an author's creation into a sellable article consumed by a wide community of readers.

This conference invites contributions on any facet of buying and selling in the early modern book trade: failures and successes of print ventures; strategies and ideas to increase the sales;

rebinding, reprinting, reediting; cooperation and competition amongst booksellers; the day-to-day life of printing firms and bookshops; fairs and permanent markets; catalogues advertising stock and individual libraries being auctioned; taste and trends in the purchase of books; influence of censorship and regulations.

The papers given at this conference will form the basis of a volume in the Library of the Written Word.

The conference, co-organised by Shanti Graheli and Jan Alessandrini, will take place **18-20 June 2015**.

The call for papers is now open. Those interested in giving a paper should contact **Dr Jan Alessandrini** (jla6@st-andrews.ac.uk) offering a brief description of their likely contribution.

Proposals: Dr Jan Alessandrini at jla6@st-andrews.ac.uk by 30 Nov 2014