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Autore	Silva Andie <1984->
Titolo	The brand of print : marketing paratexts in the early English book trade // by Andie Silva
Pubbl/distr/stampa	Leiden Boston : , : BRILL, , 2020
ISBN	90-04-41024-4
Descrizione fisica	1 online resource (260 pages)
Collana	Library of the Written Word; ; volume76
Disciplina	381.450020942
Soggetti	Book industries and trade - England - History - 16th century Book industries and trade - England - History - 17th century Paratext - England - History Books - England - Marketing - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Matter -- Copyright Page / Andie Silva -- Acknowledgements / Andie Silva -- List of Illustrations / Andie Silva -- Abbreviations / Andie Silva -- Transcription and Editorial Practice / Andie Silva -- Introduction / Andie Silva -- "In Sundry Hands": Patronage, Human Capital, and Print Agents as Tastemakers / Andie Silva -- "Read, Reape, and Return": Emotional Branding and the Profit of Reading / Andie Silva -- "Before thou begynneth to read": Visual Consumption as Brand / Andie Silva -- "An Instrument of Iron": Commodifying Gender and Devotion with Emotional Capital in Queen Elizabeth's A Godly Meditation of the Soul / Andie Silva -- "Printed in Utopia": Marketing Genre across a Century / Andie Silva -- Immaterial Labour, Mass Intellectuality, and the New Digital Agents / Andie Silva -- Conclusion / Andie Silva -- Back Matter -- Bibliography / Andie Silva -- Index / Andie Silva.
Sommario/riassunto	The Brand of Print offers a comprehensive analysis of the ways printers, publishers, stationers, and booksellers designed paratexts to market printed books as cultural commodities. This study traces envoys to the reader, visual design in title pages and tables of contents, and patron dedications, illustrating how the agents of print branded their markets by crafting relationships with readers and articulating the value of their

labor in an increasingly competitive trade. Applying terms from contemporary marketing theory to the study of early modern paratexts, Andie Silva encourages a consideration of how print agents' labor and agency, made visible through paratextual design, continues to influence how we read, study, and digitize early modern texts.

2. Record Nr.	UNINA9910476912303321
Autore	Windler Christian
Titolo	Missionare in Persien : : Kulturelle Diversität und Normenkonkurrenz im globalen Katholizismus (17.-18. Jahrhundert) / / Christian Windler . Volume Band 12
Pubbl/distr/stampa	[s.l.] : , : Bohlau Verlag Koln, , 2018
ISBN	9783412512163 3412512168
Edizione	[1 ed.]
Descrizione fisica	1 online resource (765 p.)
Collana	Externa
Soggetti	Religion / Christian Ministry / Missions Religion
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	An kaum einem anderen Ort waren im 17. und 18. Jahrhundert so viele verschiedene katholische Missionsorden tätig wie in Isfahan, der Hauptstadt des Safavidenreiches. Die Studie untersucht die sozialen Rollen, welche die europäischen Missionare in dieser multikulturellen Metropole spielten. Angezogen von der Hoffnung auf die Konversion des Schahs, betätigten sie sich auch als Diplomaten katholischer Herrscher, Gastgeber protestantischer Kaufleute und Heiler von Armeniern und Muslimen. Solche Nischentätigkeiten sicherten den Geistlichen soziale Akzeptanz vor Ort und ökonomische Unabhängigkeit von Rom. Die Flexibilität, die sie im Umgang mit kultureller Diversität bewiesen, ist ein Grundmerkmal missionarischer Tätigkeit im entstehenden globalen Katholizismus.

