

1. Record Nr.	UNINA9910480841203321
Autore	Hruschka John <1956->
Titolo	How books came to America : the rise of the American book trade // John Hruschka
Pubbl/distr/stampa	University Park, Pennsylvania : , : The Pennsylvania State University Press, , 2012
ISBN	0-271-06838-8 0-271-07227-X
Descrizione fisica	1 online resource (xvii, 226 pages)
Collana	The Penn State series in the history of the book
Disciplina	381/.450020973
Soggetti	Book industries and trade - United States - History Publishers and publishing - United States - History Booksellers and bookselling - United States - History German imprints - United States - History Book industries and trade - Great Britain - History Book industries and trade - Germany - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Preface -- Acknowledgments -- Abbreviations -- 1 Creating New Worlds -- 2 Inventing America in the English Book Trade -- 3 Creating Book Trades in English America -- 4 Creating German Books in the New World -- 5 Re-creating the London Book Trade in the United States -- 6 Revolutions in American Book Production Technology -- 7 Transplanting the German Book Trade to the United States -- 8 The Evolution of the American Book Business -- 9 Becoming a German Bookseller in the United States -- 10 Creating a German Bookstore in Philadelphia -- 11 The Evolution of an American Publisher -- 12 Creating an Independent American Publisher -- 13 Imposing Order on the American Book Trade -- 14 Creating the Office of Publishers' Weekly -- 15 Celebrating the Book Trade in the New World -- 16 The End of the Beginning -- 17 Inventing the Future American Book Trade -- Notes -- Index
Sommario/riassunto	Anyone who pays attention to the popular press knows that the new

media will soon make books obsolete. But predicting the imminent demise of the book is nothing new. At the beginning of the twentieth century, for example, some critics predicted that the electro-mechanical phonograph would soon make books obsolete. Still, despite the challenges of a century and a half of new media, books remain popular, with Americans purchasing more than eight million books each day. In *How Books Came to America*, John Hruschka traces the development of the American book trade from the moment of European contact with the Americas, through the growth of regional book trades in the early English colonial cities, to the more or less unified national book trade that emerged after the American Civil War and flourished in the twentieth century. He examines the variety of technological, historical, cultural, political, and personal forces that shaped the American book trade, paying particular attention to the contributions of the German bookseller Frederick Leypoldt and his journal, *Publishers Weekly*. Unlike many studies of the book business, *How Books Came to America* is more concerned with business than it is with books. Its focus is on how books are manufactured and sold, rather than how they are written and read. It is, nevertheless, the story of the people who created and influenced the book business in the colonies and the United States. Famous names in the American book trade—Benjamin Franklin, Robert Hoe, the Harpers, Henry Holt, and Melvil Dewey—are joined by more obscure names like Joseph Glover, Conrad Beissel, and the aforementioned Frederick Leypoldt. Together, they made the American book trade the unique commercial institution it is today.
