

1. Record Nr.	UNINA9910495959203321
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Titolo	A skeptic among scholars : August Frugé on university publishing / / August Frugé
Pubbl/distr/stampa	Berkeley, CA : , : University of California Press, , [1993] ©1993
ISBN	0-520-91441-4 0-585-08153-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (378 pages) : illustrations
Disciplina	070.5/94
Soggetti	University presses - California - Berkeley - History - 20th century Publishers and publishing - California - Berkeley
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "A Centennial book"--Half title page.
Nota di contenuto	Front matter -- Contents -- Illustrations -- 1. Fin de Siecle -- 2. Berkeley in the 1940's -- 3. The University Press in the 1940's -- 4. An Unavoidable Conflict -- 5. How We Joined the Editorial Committee -- 6. A Kind of Metamorphosis -- 7. Where to Look for Books -- 8. Looking to the South -- 9. Looking West to the East -- 10. Ishi, Don Juan, and the Anthropologists -- 11. Hollywood and Berkeley -- 12. London, 1660 and 1960 -- 13. Nevada in the 1860's -- 14. In Any Language but English -- 15. The Poetry-Hating Director -- 16. A Few Pounds of Lit Grit -- 17. Mega Biblion -- 18. The Book as Artifact -- 19. Anybody Can Write a Book, but... -- 20. The Bird That Was Overdue for Evolution -- 21. Waiting for the God from the Machine -- 22. Earthquakes and Endings -- ADDENDUM I -- ADDENDUM II -- Index
Sommario/riassunto	When August Frugé joined the University of California Press in 1944, it was part of the University's printing department, publishing a modest number of books a year, mainly monographs by UC faculty members. When he retired as director 32 years later, the Press had been transformed into one of the largest, most distinguished university presses in the country, publishing more than 150 books annually in fields ranging from ancient history to contemporary film criticism, by

notable authors from all over the world. August Frugé's memoir provides an exciting intellectual and topical story of the building of this great press. Along the way, it recalls battles for independence from the University administration, the Press's distinctive early style of book design, and many of the authors and staff who helped shape the Press in its formative years.
