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Lingua di pubblicazione	Inglese
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Nota di contenuto	Intro -- Acknowledgements -- Contents -- List of Figures -- List of Tables -- Chapter 1: Introduction -- Notes -- Bibliography -- Chapter 2: Coffee-Table Books: Seriously? -- Transferring Photographs onto Paper -- Photobooks -- Advances in Full-Colour Printing -- Coffee-Table Books -- Conclusion -- Notes -- Bibliography -- Chapter 3: What's in a Name? -- Furniture and Books -- Coffee Tables -- Conclusion -- Notes -- Bibliography -- Chapter 4: A New Book-Buying Market -- Visual Culture in the Domestic Sphere -- Books as Gifts -- Conclusion -- Notes -- Bibliography -- Chapter 5: More Than Meets the Eye -- Cultural Resonance -- Zeitgeist -- Art for the Masses -- National Identity -- Producing Objets d'art -- Format -- Visual Narratives -- Authenticity -- Materiality -- Conclusion -- Notes -- Bibliography -- Chapter 6: David Brower: An American Environmental Publisher -- Background -- Nature and Nurture -- A Fine Publishing Tradition -- The First Executive Director -- The Economics of Book Publishing -- The Exhibit Format Series -- This Is the American Earth -- The Concept -- Production -- Marketing to Club Members -- Reviews -- An Agent of Influence -- Browsing the Environment -- Machinations and Manoeuvrings -- In Wildness Is the Preservation of the World -- Production -- Reception -- The Commercial Realities of Publishing, Selling and Distribution -- Conclusion -- Notes -- Bibliography -- Chapter 7: Paul Hamlyn: British Publishing Mould

Breaker -- Background -- "Business-Like" Not a Business -- Books as Commodities -- A Whole New Concept -- Acquiring Forms of Capital -- Non-conformity -- Colours Galore -- Hamlyn's Model -- Hamlyn in Australia -- More Cookbook Success -- Another Publishing Venture -- Conclusion -- Notes -- Bibliography -- Chapter 8: Lloyd O'Neil: Australia in Colour -- Background -- The Shaping of a Nationalistic Publisher.

Exploring Australia and the Book Trade -- Social Change, Colour Printing Technology and National Identity -- Lansdowne Press and Offshore Printing -- Australia in Colour -- The Australiana Genre -- Cookbook Success -- Conclusion -- Notes -- Bibliography -- Chapter 9: Conclusion -- Notes -- Bibliography -- Appendix A -- Appendix B -- Appendix C -- Appendix D -- Appendix E -- Appendix F -- Index.

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