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Autore	Tagliaferri, Claudio
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Autore	Silva Andie <1984->
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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.

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