

1. Record Nr.	UNINA9910954003003321
Autore	Weedon Alexis.
Titolo	Victorian publishing : the economics of book production for a mass market, 1836-1916 // Alexis Weedon
Pubbl/distr/stampa	London : , : Routledge, , 2016
ISBN	1-138-25860-1 1-315-23504-8 1-351-87586-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (229 pages, 3 unnumbered pages of plates) : illustrations, tables
Collana	The nineteenth century series
Disciplina	070.5/0941
Soggetti	Publishers and publishing - Great Britain - History - 19th century Publishers and publishing - Great Britain - History - 20th century Book industries and trade - Great Britain - History - 19th century Book industries and trade - Great Britain - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2003 by Ashgate Publishing.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Archives and information sources -- 2. The growth of the mass market for books -- 3. Trends in book production costs -- 4. Looking after the bottom line -- 5. Educational publishing -- 6. Publishing strategies for the mass market : a case study.
Sommario/riassunto	Drawing on research into the book-production records of twelve publishers-including George Bell & Son, Richard Bentley, William Blackwood, Chatto & Windus, Oliver & Boyd, Macmillan, and the book printers William Clowes and T&A Constable - taken at ten-year intervals from 1836 to 1916, this book interprets broad trends in the growth and diversity of book publishing in Victorian Britain. Chapters explore the significance of the export trade to the colonies and the rising importance of towns outside London as centres of publishing; the influence of technological change in increasing the variety and quantity of books; and how the business practice of literary publishing developed to expand the market for British and American authors. The book takes examples from the purchase and sale of popular fiction by Ouida, Mrs. Wood, Mrs. Ewing, and canonical authors such as George

Eliot, Wilkie Collins, and Mark Twain. Consideration of the unique demands of the educational market complements the focus on fiction, as readers, arithmetic books, music, geography, science textbooks, and Greek and Latin classics became a staple for an increasing number of publishing houses wishing to spread the risk of novel publication.
