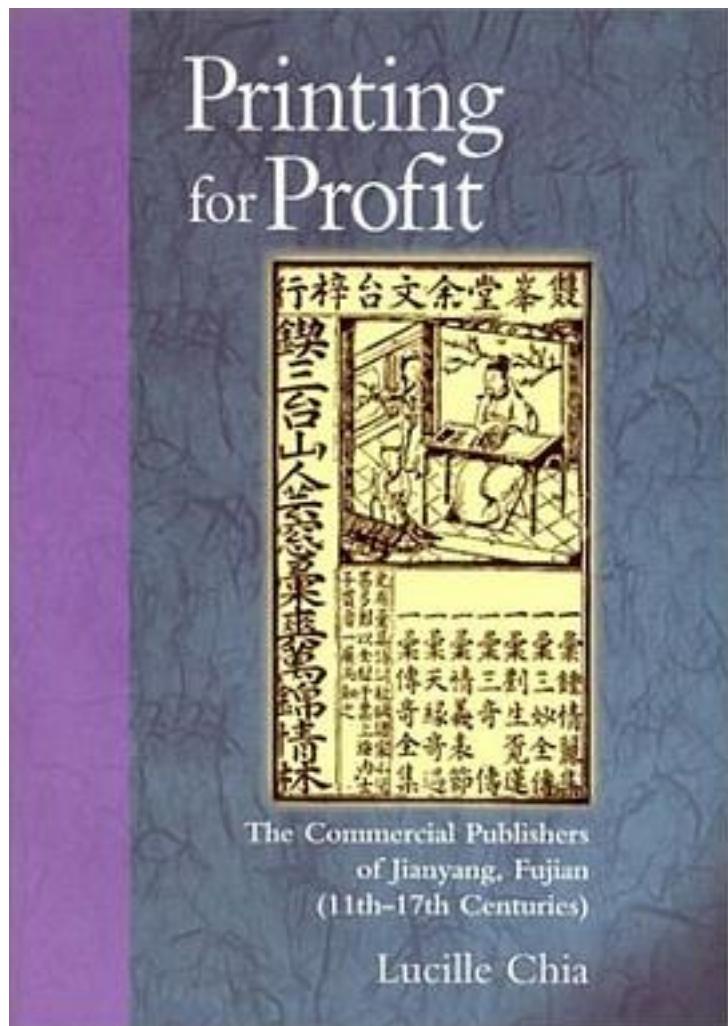


Printing for Profit



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From the 11th through the 17th centuries, the publishers of Jianyang in Fujian province

played a conspicuous role in the Chinese book trade. Unlike the products of government and educational presses, their publications were destined for the retail book market. These publishers survived by responding to consumer demands for dictionaries, histories, geographies, medical texts, encyclopaedias, primers, how-to books, novels and anthologies. Their publications reflect the varied needs of the full range of readers in late imperial China and allow us to study the reading habits, tastes and literacy of different social groups. The publishers of Jianyang were also businessmen, and their efforts to produce books efficiently, meet the demands of the market, and distribute their publications provide a window on commerce and industry and the growth of regional and national markets. The broad cultural, historical and geographical scope of the Jianyang book trade makes it an ideal subject for the study of publishing in China. Based on an extensive study of Jianyang imprints, genealogies of the leading families of printers, local histories, documents and annotated catalogues and bibliographies, Lucille Chia has written not only a history of commercial printing but also a wide-ranging study of the culture of the book in traditional China.

作者介绍:

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标签

出版史

书籍史

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book-history

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评论

考试时候读过，忘光了。

西方的书史研究自有传统，但其思路不能完全套用在中国书史研究上。书史研究的方法和问题意识值得借鉴。

翻了一下

国内已有中文译本

结论给的比较谨慎

很棒

清晰

2000 books plus jiapu, official documents, and other sources, oh my god, shows the limits of print culture research of Chinese history--why there are so limited materials!!! good book, worth reading.

别的不多，注解写得漂亮。

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