



SPECIALIST MARKETS

The Early Modern Book world was characterised by great variety, but also by fierce competition. Many printers and publishers responded by developing a highly specialised output, utilising skills and expertise that gave them a vital commercial edge, and deterred potential rivals. Books that required specialised typefaces (music and Greek texts) were inevitably the preserve of a small number of firms; but others took advantage of the sophisticated European distribution network to develop an international reputation for specific genres. The production of Books of Hours was dominated by a few Parisian firms; in 1541 Georg Joachim Rheticus would carry the precious manuscript of Copernicus's *De revolutionibus* 1,000 kilometres across Europe to find a printing centre (Nuremberg) capable of doing it justice. But much less well capitalised firms could also find their niche in the new genres that underpinned the market: almanacs, calendars and news.

CONTRIBUTORS

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