

Contents

Preface	IX
List of Illustrations and Tables	XI
Terms of Use	XVI
Abbreviations of Newspapers	XVIII
1 Newspapers and the Birth of Advertising	1
2 Newspaper Advertising and the Book Industry	35
3 Profit and Opportunity, Networks and Risk	79
4 Commerce and Public Information	110
5 No Saints and Precious Few Heroes	153
6 Disaster and Recovery: Advertising in 1672 and the Williamite Republic	185
7 The Dutch Republic and the Future of Advertising, I: Home Thoughts	228
8 The Dutch Republic and the Future of Advertising, II: Beyond the Netherlands	259
Bibliography	291
Index	304