

Golden Images: Illustration-Driven Product Design and the Growth of the Book Market in Germany, 1800-1914

Ronald A. Fullerton, Lake Erie College, USA

The increasing use of illustration in book texts, book advertising, and in periodicals, was a major reason for the explosive growth of the German market for printed matter during the nineteenth century. Publishers, who play the dominant role in book marketing, took the lead in using illustrations to make their products more appealing; their actions in turn stimulated new discoveries in press technology, which made illustration ever-easier and less expensive.
