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42

Simon Rosenberg

Book Value Categories and the
Acceptance of Technological Changes
in English Book Production



For more than 20 years now, the publishing industry has been highly influenced by innovations in digital technology. This is not the first time that technological changes affect the book trade. Both the printing press and industrialized production methods vitally changed the book industry in their time. With a macroscopic, comparative approach, this book looks at the transitional phases of the book of the fifteenth and nineteenth centuries to locate distinctive patterns in the acceptance of new technologies. Using specific book value categories, which shape the acceptance context of innovations in book production, helps us find continuities and discontinuities of these patterns. It also offers a better understanding of current developments in publishing in the digital age.

Simon Rosenberg studied English philology, medieval and modern history at the University of Münster, where he also finished his PhD. He was a research and teaching assistant at the Institute for Book Studies & Textual Research and later senior assistant professor at the English Department of the University of Münster, taking over teaching and administrative duties for the chair of book studies.

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