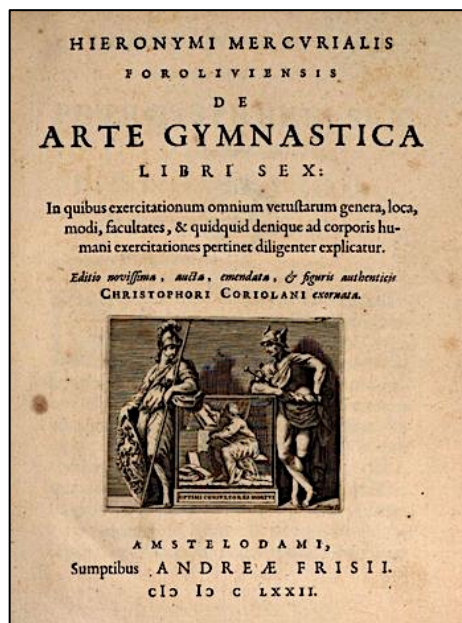




Interdisziplinäre ATRIUM-Ringvorlesung 6:
Antike Welten, Archäologien und ihre Rezeption - Neue Forschungen

Ian Maclean
(Oxford)



**Andreas Frisius of Amsterdam,
and the Search for a Niche in the
Market for Latin Books (1664–75)**

Wed., December 12th, 2018, 6pm
Zentrum für Alte Kulturen ("Atrium")
Langer Weg 11, SR 3

Andreas Frisius (1630-75), a Leiden graduate who benefited from some important contacts in the international book trade, set out to establish himself as a publisher of historical, medical and natural-philosophical books in the difficult book market that operated in the aftermath of the Thirty Years War. This paper will set out to show how he set about identifying his targeted purchasers, how he dealt with the problems of production, sales and distribution, how he formulated a coherent policy which enabled him to find a niche in the market, and how this policy was modified over the course of his career.