Contents

List of Illustrations	vii
Preface and Acknowledgments	ix

Chapter 1

Marketing by Mug	1
Photography, Capital, and Class	3
Fields of Restricted Production and the Legitimizing of Artists	18

Chapter 2

The "Endless Riband of Foolscap" and Publishing by Manuscript	28
Earning Symbolic Capital with the Labor of Writing	32
Noncommercial Marketing of Literary Goods	42
The Markets for Symbolic Goods and Art as Intimate Connection	49
Symbolic Capital and the Intimate Hand	56

Chapter 3

"Firmament" or "Fin": Copyright, Authority, and Ownership	64
Copyright Law in Nineteenth-Century America	66
Copyright and Capital	69
Ownership, Labor, and Private Publication	77

Chapter 4

Beyond the Art of Bookcraft 1	84
	91
The Demonstration of the interview of the second se	100
The Persona as a Commodity in a Material Economy 1	110

Chapter 5

Not "Convenient to Carry in the Hand":	
Commercializing Melville and Dickinson in the Twentieth Century	120
Notoriety and the Personal Side of Profit	121
The Posthumous Careers of Emily Dickinson and Herman Melville:	
Scholarship, Editions, Monuments, and Consumers	126
The Capital of Popular Culture	137

Notes	147
Works Cited	155
Index	165