

Table of Contents

Introduction	9
<i>Helleke van den Braber, Jeroen Dera, Jos Joosten, and Maarten Steenmeijer</i>	
Cultural Branding in the Early Modern Period	31
The Literary Author	
<i>Lieke van Deinsen and Nina Geerdink</i>	
Telling a Double Story	61
The Branding of a Cultural Magazine, 1904-1919	
<i>Helleke van den Braber</i>	
A Hero and His History	83
The Branding of Jan III Sobieski and His Letters in the Northern Netherlands during the Early Nineteenth Century	
<i>Paul Hulszenboom</i>	
From Immorality to Immortality	109
Branding <i>Madame Bovary</i> in the Netherlands	
<i>Maaïke Koffeman</i>	
Allegories of Branding	131
How to Successfully Fail Charles Bukowski	
<i>Gaston Franssen</i>	
Branding or Excluding?	151
The Tenability of the 'Branding' Concept in the History of Nineteenth-Century Dutch Book Publishing, Book Printing, and Bookselling	
<i>Rob van de Schoor</i>	
Hugo Claus	177
'I'm Not Searching for Myself, but for the Media. I Don't Know Who I Am, I'm Not Interested.'	
<i>Gwennie Debergh</i>	

One Book's Brand is Another Book's Frame	197
Covering the Dutch Cover of Carlos Ruiz Zafón's <i>La sombra del viento</i> <i>Maarten Steenmeijer</i>	
'The Most Successful Writer of the Netherlands'	215
On the Success Myth of Dutch Bestselling Author Herman Koch <i>Sander Bax</i>	
Young Adults as Branded Readers	239
<i>Linda Ackermans</i>	
Of Dust and Dollars	257
Branding Poetry in the Twenty-first Century –The Case of Ellen Deckwitz <i>Jeroen Dera</i>	
'This Is What We Share'	273
Co-branding Dutch Literature at the 2016 Frankfurt Book Fair <i>Jack McMartin</i>	
The One Unforgivable Transgression?	293
Branding 'Kluun' as a Literary Strategy <i>Jos Joosten</i>	
Branding the Open-minded Nation	313
Dutch Authors at the 2011 Beijing Book Fair <i>Laurens Ham</i>	
Against the Grain	335
The Das Mag brand and Lize Spit's <i>The Melting</i> (2016) <i>Roel Smeets</i>	
In Search of the Most Effective Way of Branding	355
The Label 'Literature' as a Means to an End <i>Bertram Mourits</i>	
Index of Names	369

List of Figures

Figure i.1		24
Figure 1.1	Steven van Lamsweerde, <i>Sight on the Dom in Utrecht anno 1660</i>	32
	Rijksmuseum Amsterdam: RP-P-AO-5-23	
Figure 1.2	<i>Portrait of Jan Jansz. Starter.</i> in: Starter, Jan Jansz. <i>Friesche lust-hof, beplant met verscheyde stichtelijke minne-liedekens, gedichten, ende boertige kluchten</i>	44
	Amsterdam: weduwe Dirck Pietersz Voscuyt, 1621. UBU	
Figure 1.3	Jan van de Velde (II), <i>Portrait of Jan Jansz Starter.</i> in: Starter, Jan Jansz. <i>Friesche lust-hof, beplant met verscheyde stichtelijke minne-liedekens, gedichten, ende boertige kluchten</i> , 2nd edition	45
	Amsterdam: weduwe Dirck Pietersz Voscuyt, 1623. Rijksmuseum Amsterdam: RP-P-OB-15.270	
Figure 1.4	Arnoud van Halen, <i>Portrait Jan Jansz Starter</i> , 1700-1732	47
	Rijksmuseum Amsterdam: SK-A-4567	
Figure 1.5	Jacob Houbraken, after Joseph Marinkelle, <i>Portrait of Sara Maria van der Wilp</i> , 1771	51
	Rijksmuseum Amsterdam: RP-P-OB-48.395	
Figure 1.6	Reinier Vinkeles, after Daniël Bruyninx, <i>Portrait of Sara Maria van der Wilp</i> , 1772	52
	Rijksmuseum Amsterdam, RP-P-OB-62.953	
Figure 2.1		62
Figure 2.2		80
Figure 3.1	Title page of <i>Brieven van den Koning van Polen Jan Sobieski</i> [...]	86
	's Gravenhage: A. Kloots, 1831. KB Nationale bibliotheek: 3107 B 9	
Figure 3.2	Title page of <i>Brieven van den Koning van Polen Jan Sobieski</i> [...]	88
	's Gravenhage: A. Kloots, 1835. Bijzondere Collecties, Universiteit van Amsterdam, UBM: 230 B 17	
Figure 3.3	Pieter Schenk (I) and Jan Norel, <i>Portrait of Jan III Sobieski, king of Poland</i> , ca. 1670-1713	101
	Rijksmuseum Amsterdam: RP-P-OB-9243	
Figure 3.4	Portrait of Jan III Sobieski, from <i>Brieven van den Koning van Polen Jan Sobieski</i> [...]	102
	's Gravenhage: A. Kloots, 1831. KB Nationale bibliotheek: 3107 B 9	

Figure 4.1	Second edition of G.H. Priem's <i>Madame Bovary</i> translation in the series Meesterwerken der buitenlandsche romanlitteratuur Amsterdam: Van Holkema & Warendorf, 1910	114
Figure 4.2	Advertisement in <i>De Amsterdammer</i> , 10 August 1913	116
Figure 4.3	Advertisement in <i>Algemeen Handelsblad</i> , 28 February 1941	118
Figure 4.4	Dust jacket of the illustrated edition of C.J. Kelk's translation Amsterdam: Contact, De Onsterfelijken, 1941	120
Figure 4.5	The first Dutch paperback edition of <i>Madame Bovary</i> , translation by Margot Bakker Amsterdam: L.J. Veen, Amstelboeken, 1960	122
Figure 4.6	The first of many editions of the translation by Hans van Pinxteren Utrecht/Antwerpen: L.J. Veen, 1987	124
Figure 4.7	Luxury edition of the revised translation by Hans van Pinxteren Amsterdam: Athenaeum – Polak & Van Genneep, Perpetua Reeks, 2009	126
Figure 6.1	Picture: Antiquariaat Fokas Holthuis, The Hague	171
Figure 12.1		285
Figure 12.2	© Stefan Vanfleteren	286