

	Acknowledgments	ix
CHAPTER 1	Commercial Culture and Its Discontents	1
CHAPTER 2	From Dry Goods Merchant to Internet Mogul: Bookselling through American History	23
CHAPTER 3	Providing for the Sovereign Consumer: Selecting and Recommending Books	55
CHAPTER 4	Designing the Bookstore for the Standardized Consumer	87
CHAPTER 5	Serving the Entertained Consumer: The Multifunction Bookstore	117
CHAPTER 6	Bargaining with the Rational Consumer: Selling the Low-Cost Book	141
CHAPTER 7	The Revolt of the Retailers: Independent Bookseller Activism	161
CHAPTER 8	Pursuing the Citizen-Consumer: Consumption as Politics	197
	Appendix: Ownership Histories of Major American Chain Bookstores	231
	Notes	237
	Bibliography	283
	Index	299