

Contents

Introduction to the Series		IX
Preface		X
Introduction		XI
Industrial Fairs		
Chapter 1	The Photograph as Commodity	1
Chapter 2	Photographs and the New Culture of Commerce	33
International Expositions		
Chapter 3	The Paradox of Independence	59
Chapter 4	The Image as Tool	90
Institutional Exhibitions		
Chapter 5	The Photograph as Cultural Artifact	121
Chapter 6	The Photograph as Information	149
Afterword		174
Appendix: Photographic Print, Negative, Reproductive Processes		175
Selected Bibliography		178
Index		187