THE LANGUAGE OF THE
FOREIGN BOOK TRADE

Abbreviations • Terms • Phrases
Preface

The primary purpose of this second edition of *The Language of the Foreign Book Trade*, as of the first edition of 1949, is to provide a needed working tool in the major foreign languages for librarians. It should also be useful to workers in the book trade, whose work may be hampered by lack of language training, and to publishers and booksellers who work with foreign publications. With the rapid acceleration of communications and the increasing distribution of European publications there is an ever more urgent need for linguistic competence. Since most people do not readily acquire many languages, a multilingual glossary of book-trade terms is a necessity. Eleven languages are represented in the present text: Czech, Dano-Norwegian, Dutch, French, German, Italian, Polish, Portuguese, Russian, Spanish, and Swedish.

The first principle of selection for inclusion of terms, abbreviations, and phrases in this text is that of current usage, primarily as found in foreign booksellers' catalogs. The aim has been to define the language as used in these catalogs. This purpose accounts, in part, for the number of terms defined in each language. Countries which have an active book trade are represented by a larger number of terms. Russia, Czechoslovakia, and Poland enforce rigorous regimentation on booksellers, and consequently the number of catalogs in these countries is limited. In order to fill out the usual terminology for these languages (all of which are new to this edition), it has been necessary to use some retrospective materials. Current sources, however, are used for all the other languages, and it can be stated with certainty that the definitions in the sections of this dictionary that reflect an active book trade represent current usage.

The second edition of *The Language of the Foreign Book Trade* contains approximately 16,000 definitions, as compared with approximately 6000 for the first edition. A basic list of nearly one thousand terms that are principally employed in the book trade is included for every
language. A term which is common in one language, however, may not
be listed in another. The differences between the various vocabularies
lie essentially in peripheral areas of terms less or little used. Nor can
it be said that every word included in the lists is peculiar to the book
trade. Although most words of a general nature are not included, some
common terms which are constantly encountered in the book trade will
be found. Where there are variant meanings of a word, only the defini-
tion employed by the book trade is cited. The paper and printing trades
have been exhaustively treated in other publications. A few words are
included whose forms are identical in English and the foreign language.
These are not superfluous if they do no more than reassure the wary
user who has previously been deceived by a cognate form with a totally
different meaning. In general, the simplest and shortest definition is
used.

The material is organized in a form most convenient for the user.
Each language is in a separate list, and the languages follow one another
in alphabetical order without reference to any grouping. Danish and Nor-
wegian have been combined in one alphabet for obvious reasons.

Within each language the needs of the user again have determined
the arrangement. Words are alphabetized by letter, and abbrevia-
tions, terms, and phrases are all combined in one alphabet. Where
there are variant spellings of a term with the same meaning, the vari-
ants are arranged as separate entries, not as parts of one entry. For
example, in the Dano-Norwegian section “blæk” and “blekk” both mean
“ink.” Instead of both terms being placed on one line, separated by a
comma, they are listed as two separate entries in alphabetical order.
A similar arrangement is employed for the plural form when the plural
does not follow in alphabetical order. For example, in the German sec-
tion the plural of “Blatt” is “Blätter,” and the latter is listed alphabeti-
cally, not on the same line with “Blatt.”

Diacritical marks are ignored in alphabetizing all foreign terms.
For example, the German umlaut “ä” is considered as “a” not “ae.” In
Spanish dictionaries words beginning with “ch” usually are found at
the end of the C-word entries. Here the are arranged alphabetically.
The Russian text is preceded by an alphabet, as an added guide for those
who need it. In every language the rule followed has been to alphabetize
by letter for the benefit of the user not familiar with the language and
its various forms. This procedure obviously is in contradiction to lin-
guistic principles, but this dictionary has no pretensions toward such
principles. It is organized for a specific purpose — to be a working tool
for librarians, bookmen, and publishers — and the simplified approach
will come closer to accomplishing this purpose than any other.

Some of the problems encountered in the earlier edition are equally
present at this time. In some languages — notably Danish, Norwegian,
and Portuguese — the languages are in transition. Orthography is in a
state of continuous flux, sometimes reinforced by official edicts and
sometimes not. In the case of Norwegian, there are conflicts between
people and classes of the country itself concerning spelling and words,
Preface

Central European Division of the Library of Congress, and by Mrs. Helena Gerasimowicz, now a graduate student in the University of North Carolina Library School. Brazilian Portuguese was represented among our collaborators by Mrs. Esmeralda Javens, a native Brazilian, briefly a member of the University Library staff. Dr. David Griffin of the School of Languages, Foreign Service Institute, U.S. Dept. of State, gave the text final and painstaking review.

The Russian text is almost exclusively the work of Mrs. Angele Avizonis, a member of the catalog department staff at the University of North Carolina, with able assistance from her husband, Dr. Konstantinas Avizonis, professor of history at Elon College in North Carolina. Dr. Paul Horecky, mentioned above, offered useful suggestions for this text also. The Spanish text is essentially my own work, with added review by Dr. Francisco Aguillera, assistant chief of the Hispanic Foundation at the Library of Congress, and Dr. David Griffin, mentioned above.

For the Swedish text we again had the collaboration of the versatile Dr. Harry Bergholz and Mr. Jens J. Christoffersen. Another member of the University Library staff of short but timely period, Mrs. Margareta Kirschner, helped to assure the currency of this list. To all of these, and inevitably to their husbands, wives, and friends frequently consulted, I here express my heartfelt gratitude. The labor is long and the rewards few; their willingness to work at this task merits a high tribute to their sense of professional responsibility.

Grateful recognition must be made here also of the boundless patience and perseverance of Mrs. Musella Wagner, faithful producer of the reams of copy which flowed through the numerous revisions of each text. Some of these texts had as many as six revisions, yet she ground out each new copy without complaint. Without her help our efforts would never have reached the publisher.

In every case the character and content of each text, insofar as they are good, are a tribute to my numerous collaborators. Where there may be errors or omissions, these must be my own responsibility, for the final form and content of the text are largely a matter of personal judgment which I have reserved for myself. It is my hope that my colleagues will find this work useful and find me ever grateful for either the praise or the criticism that it may warrant.

Jerrold Orne

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Foreign book trade takes two important forms: book trade and copyright trade. This chapter will analyze the current situation of the foreign trade of China's book publishing industry from these two aspects.

Current situation of book imports and exports. China's book import and export account for less than 0.1% of its national total volume of import and export, although it is growing at a tremendous rate. According to the statistical data of the Cultural and Education Section of the British Council, in 2004 Chinese publishers signed over 2,500 contracts with British publishers and over 4,000 with American publishers. In his book *The Tipping Point*, Malcolm Gladwell writes of "The paradox of the epidemic: that, in order to create one contagious movement, you often have to create many small movements first." It can be a prerequisite for many international positions, an asset in diplomacy, foreign relations and development, and a passport to advancement in the global media, entertainment and financial worlds.

Despite its strength as the most common global language, the vast majority of the global population do not speak English and other languages such as Spanish, Arabic and Mandarin are increasingly in demand. An international trade business survey by the British Chambers of Commerce in 2012 to which over 800 companies contributed. Thomas Mun, son of John Mun, mercer, of London, and grandson of John Mun, provost of moneys in the Royal Mint, was born in 1571. He acquired wealth and reputation as a merchant engaged in the Levant trade, and in 1615 he was elected a member of the committee, i.e. a director, of the recently established East India Company. It was the controversies to which the action of the East