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Inspiring debate since the early days of its publication, Elizabeth L. Eisenstein's "The Printing Press as an Agent of Change: Communications and Cultural Transformations in Early-Modern Europe" (1979) has exercised its own force as an agent of change in the world of scholarship. Its path-breaking agenda has played a central role in shaping the study of print culture and "book history"_fields of inquiry that rank among the most exciting and vital areas of scholarly endeavor in recent years.