

Abstract:

The diploma thesis aims to introduce the Prague Jewish bookseller and publisher Jakob B. Brandeis (1835–1912) and describe his publishing strategies. Brandeis founded his publishing house in 1880, subsequently establishing a branch in Breslau (present-day Wrocław) in 1899. The key part of the diploma thesis is the catalogue of publications, which provides insights into the types of books published by the publishing house, as well as their intended readers. A significant portion of our catalogue comprises the book edition of the *Jüdische Universal-Bibliothek*, which was both affordable and diverse, featuring publications from both prominent and lesser-known Jewish authors. In addition, Brandeis published the *Brandeis' illustrirter israelitischer Volkskalender*, to which he also contributed. He thus continued the tradition of publishing calendars, a practice initially established by his father-in-law Wolf Pascheles, who was also a Jewish bookseller and publisher.