

PART I	
“the picture-hunger of modern man”: The Picture Market in Germany in the Weimar Republic, 1924–32	
<hr/>	
A Promising Business: Photographic Agencies and Commercial Picture Archives	21
Print, Camera, Film: Technological Advances	24
Press and Advertising: The Expansion of Markets	26
Photography and Copyright	33
<hr/>	
PART II	
“Making history a slightly profitable thing”: The Bettmann Archive, 1933–81	
<hr/>	
<i>Chapter 1: From the Bildarchiv Dr. Otto Bettmann to the Bettmann Archive</i>	51
Otto Bettmann and the <i>Kunstabibliothek</i>	53
Pictorial Research: the Bildarchiv Dr. Otto Bettmann, Berlin	54
<hr/>	
<i>Chapter 2: Creating a Commodity, Creating a Service</i>	58
Re-Production	59
Re-Cycling	76
Pictorial Products	98
Picture House: The Archive and Retrieval System	112
<hr/>	
<i>Chapter 3: “Either you grow or you go”: Towards the Aggregation of the Market</i>	142
<hr/>	
PART III	
Corbis, or the Excess of the Photographic Archive, 1989–present	
<hr/>	
<i>Chapter 1: The Emergence and Development of Visual Content Providers</i>	161
The Dream of Immateriality	161
The Corbis Collection	167
Creating Digital Image Products	170
<hr/>	
<i>Chapter 2: The Revenge of Materiality</i>	179
Iron Mountain: Preserving the Analogue Matter	179
Digital Materiality	185
Public Access, Private Library	188
Finding Pictures	190
The In/Discipline of the Archive	195
<hr/>	
Bibliography	211
List of Illustrations and Credits	220