

ABSTRACT

The expression “non-books” – for which the text provides an explanation and reasons for its use – is intended as an overall definition for a wide assortment of printed publications that from the outset were perceived as having a different status from books properly so-called, not only on account of their more slender formats, but also for their more immediate and concrete communicative intent, which in turn made their continued survival uncertain. We will examine this type of material (which has been defined as «minor» – in the Hispanic environment, *menudencias* –, and «ephemeral») within seventeenth-century Genoese print production by considering its intended use and appropriation and by reflecting on the intellectual patterns embedded in printed documents. Through such patterns the *élites* that held knowledge and power forged and imposed social strategies and practices. We will also examine the frictions generated by the various power groups’ competing representations of the social world.