Wittenberg was the only leading print centre in early modern Europe that was not a major centre of trade, politics, or culture. This monograph examines the rise of the Wittenberg printing industry during the Protestant Reformation and analyses how it overtook the Empire's leading print centres. It investigates the workshops of the four leading printers in Wittenberg during Martin Luther's lifetime: Nickel Schirlentz, Josef Klug, Hans Lufft, and Georg Rhau. Together, these printers conquered the German print world.