WEEK 1: INTRODUCTION AND OVERVIEW

READ – HANDOUT ON DEFINITIONS OF MARKETING

READING LIST - BACKGROUND MATERIALS


WEEK 2: ORIGINS OF TRADE TO INVENTION OF THE ALPHABET

READING LIST - BACKGROUND MATERIALS


Karl Polyani, 1957, Trade and Market in the Early Empires, Ch. II, III, V, XVIII; also 1975, "Traders and Trade."

READING LIST - SOURCE MATERIALS

EARLY EMPIRES
(Egypt, Mesopotamia, China, India)

Pharaoh Snefru, c. 30th Century BCE, "Early record of International Trade."

Pharaoh Cheops, c. 29th Century BCE, "Early advertisement."

King Hammurabi, c. 20th C. BCE, The Legal Code (selected laws on trade)

Pharaoh Akhenaton, 14th C. BCE, Tel El Amarna Tablets (selected letters on international trade)

Atharva-Veda, c. 11th C. BCE, "A Merchants' Prayer."


Lao Tzu, 7th C., BCE, The Way of Life, Verses 8, 56.

Confucius, 6th C. BCE, Analects, Bk IV 5, Bk VII 12, Bk XIV 10.

Murashu of Nipur, 5th C. BCE, "Business Documents"
Students of Confucius:

Chen Hsiang 4th C. BCE, "A Conversation about Business."

Chou, 2nd C. BCE, “The Organization of the State.”

Ssu-Ma Chien, 2nd C. BCE, selections: "Division of Labor" and "Law of Supply and Demand"

Anonymous, c. 5th C. ad. "The Value of the Merchant."


WEEK 3 – 5: RISE OF GREEK MARKETS TO FALL OF ROME

READING LIST - SOURCE MATERIALS

GREECE

Homer, c. 9th-8th C. BCE, Odyssey, Bk 18, lines 468-616, 387-391.
Hesiod, c. 8th-7th C. BCE, Work and Days, selections.
Aesop, c. 6th-4th C. B. C., Fables, selected fables.
Heracleitus, 5th C. BCE, "Cosmological–Marketplace Metaphor."

Greek Historians:

Thucydides, 5th C. BCE, The Peloponnesian War, Book 5, 47.

Socratic Philosophers:

Zenophon, 4th C. BCE, Ways and Means to Increase the Revenues of Athens, selections..
Aristotle, 4th C. BCE, Politics, Book I, 3-29.

Hero of Alexandria, c. 2nd C. BCE, Mekanika, "Blueprint for the Invention of a Coin Operated Vending Machine."
ROME

Anonymous, c. 4th-2nd C. BCE, "advertising in Roman Mythology."

Lucian of Samosata, 2nd C. BCE, Dialogues of the DeCE "Settling Accounts."

Lucretius, 1st C. BCE, The Nature of the Universe, Bk V, 205, 214-16.

Cicero, 1st C. BCE, De Officis, Book I, 19-29, 153; Book III, 293, 319, 323, 327-29.

Cicero, 1st C. CE, On the Good Life, selections.


Anonymous, 79 CE, "Graffiti of Pompeii and Herculaneum."


Pliny the Younger, 1st C. CE, Letters, #23 to Emperor Trajan, #24 from Emp. Trajan to Pliny.

Roman Poets:


Persius, 1st C. CE, Satires, "The Greedy Merchants."

HoraAd, 1st C. CE, Epistles, I,i,53-56,65; II,i,103; 11,2,72

Juevenal, 2nd C. CE, Satires, X, XIV, 204-09, 243.

Plutarch, 2nd C. CE, The Rise and Fall of Athens, Solon 3, 7, 13-14; Pericles 16.

Plutarch, 2nd C. CE, The Fall of the Roman Republic, Crassus, 115; Caesar, 255, 292.

Plutarch, 2nd C. CE, Moral Essays, "Credit & Usury."

Marcus (Aurelius) Antoninus, 2nd C. ad., Meditations, selections.


Athenaeus, 3rd C. CE The Deiposophists (The Learned Dining Club), "Buying and Selling Fish in Athens."

St. Augustine, 4th C. CE Patrologiae Latinae, Enarratio in Psalmum LXX.17, "The Merchant is Worthy of his Hire."
WEEK 6 - 8: MEDIEVAL PERIOD TO RENAISSANCE

READING LIST – SOURCE MATERIALS

EARLY MIDDLE AGES


*The Silk Trade during the Reign of Justinian, 6th C.:

  Procopius, "Narrative on the Silk Trade"
  Theophanes of Byzantium, "Narrative on the Silk Trade"
  Menander Protector, "Narrative on the Silk Trade"

Cosmas the Monk, c. 545, *Topographia Christiana*, section 2, part about the "Silent Trade."


The Talmud, 6th C. CE "Learning A Trade."

The Koran, 7th C., CE Surah 11:261-286; 111:130; 178, 199; IV:37-38; LVII:1,18.

Caliph Mansoor, 775, Letter on "advice to his son Mehedi," c. 772, Bazaar Rhyme, "Five Pence for Forty."


Ibrahim al Mosuli, c. 802, Chief Musician to Court of Caliph Haroun al Rashid, "Four Thousand Dinars for a Song."
Legal Codes (4th to 9th Centuries):

The Salic Code (The Laws of the Salian Franks), L “On the Making of Agreements”

Lex Burgundian (The Law of Gundobad and additional Enactments) XXI “Contracts”


Omar Khayam, c. 1100, Ruba’iyat, 73, 98, 183, 186, 226.


Sir Walter of Henley, c. 13th C., Husbandry, “How a Man Ought to Spend Wealth that God has Given Him,” “To Sell in Season,” “View of Account.”


Anon., c. 13th C., Seneschal, various offices related to markets.

(Saint) Robert Grosseteste, c. 13th C., Rules, various rules for managing an estate.
LATE MIDDLE AGES

Medieval Schoolmen:

St. Raymondi of Peniafort, c. 1200, Summa Theologica, "Of Usury and Security."


St. Thomas of Aquinas, c. 1250, Summa Theologica, LXXVII, "On Fraud Committed in Buying and Selling."

English (and one French) Kings:

King John (Lackland), 1215, Magna Carta, Article XI: "Protection from Usury; Article XII: "Protection from Moneylenders;" Article XLII: "The Protection of Merchants."

King Philip Augustus, 1258, "Law for Public Criers."


King Richard II, 1390, Letter to Warden of the Cinque Ports, "Prohibition on Sales of War Ships."


West Visits East:

Crusaders:


Travelers:

Rabbi Benjamin of Tudela, 1160-1173, Oriental Travels, selections.


*Missionaries:*

Friar John of Plano de Carpini 1245-1247, *Diary*, selections.


*Merchants:*

Francesco Balducci Pegolotti, 1340's, Notices of the Land Route to Cathay and the Asiatic Trade, sections on "Paper Money", "Charges on Merchandize, "Hiring Dragomen", "Bribing Officials", "Details of Buying and Selling".

Ibn Batuta, c. 1347, Travels, "Prices of Commodities," selections

*English "Sea Dogs":*

Captain William Hawkins, 1530, "Voyage to Brazil."

Captain Francis Drake, 1577, "Letter to King of Molucca to 'traffic and exchange merchandise'."

Captain Martin Frobisher, 1578, "Voyage to Cathay."

Mr. Richard Hakluyt, 1579, "Directions for Trading in Persia"

Sir Humphrey Gilbert, 1583, "Orders to the Merchants of Newfoundland."

Capt. Philip Amadas, 1584, "Trade with the Indians of Virginia."


Captain John Saris, 1612-13, *HMS Clove. Ship’s Log*, "East India Company's Trade with Cipango [Japan]," selections.
Pilgrims:

Geoffrey Chaucer, c. 1387 C., The Canterbury Tales, Prologue: "There was a Merchant...", 26-27.

Letters:

Andrew Moray & William Wallace to Senate of Lubeck & Hamberg, 1287, "Safety for Merchants."

Mayor of London to Countess of Gloucester, 1301, "Trade."

Anon. to Bishop of Bath, early 1300's, "Silver Mining."

John Fawne to Prior of Christ Church, 1479, "Sale of Wine."

Popular Songs of the Day, c. 12th-14th C.:

"A Song of Cash."

RENAISSANCE

John Lydgate, c. 1425 London Lackpenny, selections.


Alvise da Cadamosto, 1455, "The Silent Trade in Salt and Gold."


Fra Luca del Borgo Paccioli, 1494, “Summa de Arithmetica, Geometrica, Proportioni, e Porportionalita” part about double entry bookkeeping

San Bernardino of Siena, 15th C., Opera Omnia, Vol 4, "On Trade."

Giovanni Maringhi, 1501, "Instructions to an Apprentice Merchant"

Old World Encounters the New World (Americas):
Christopher Columbus, 1493, "The Barcelona Letter" of Feb. 15, 1493 to Ferdinand and Isabella, part about private property.

Vasco da Gama, 1497, "Trading with Hottentots near the Cape of Good Hope."


Sir Thomas More, 1516, Utopia, selections.

Nicolaus Copernicus, 1525, Essay on “Reforming the Currency,” and "Transactions."

Martin Luther, 1524, "On Trading and Usury," 86-124.

Jacques Carter, 1534, Diary, entry on encounter with the Huron Indians.

King Henry VIII, 1535, "A Proclamation Concerning the Retail Price of Beef, Mutton and Veal."

Carolus Molinareus, 1546, A Treatise on Contracts and Usury, selection.

Jean Bodin, 1576, “Paradoxes Concerning the Dearness of All Things”

Michel de Montaigne, 1580, Essays, "That One Man's Profit is Another's Loss."

Dr. Thomas Wilson, 1584, "A Discourse Upon Usury," selections.

Queen Elizabeth I, 1586, State Letters, letter re Sir Francis Drake, "State Political Motives vs. Private Profit Motives".

John Browne, 1589, The Merchants Avizo, selections.

*Popular Songs of the Day, c. 16th C.:

"Greensleeves" (An Elizabethian Lady's Dress)
"Scarsboro Fair" (An English Trade Fair).

William Shakesphere, c.1600, Plays: The Merchant of VeniAd, Act I, Scn 3.
Romeo and Juliet, Act V, Scn.
The Winter's Tale, Act IV, Scn. 4, 14.

Sir Francis Bacon, C. 1600, Essays: "Of Expense," 145-146,
"Of Riches," 165-168,
"On Usury," 183-186,
"On Negotiating," 203-204.

Antonio Serra, 1613, A Brief Treatise on Making Gold and Silver Plentiful in Kingdoms,
selections.

Ben Jonson, 1614, Bartholomew Fair, Act II, Scene 2 & 5.


Sir Thomas Mun, 1621, A Discourse on Trade, selections.

William Scott, 1635, An Essay on Drapery: Trading Justly, Pleasingly and Profitably,
selections.

Robert Keayne, 1644, The Apologia, section on the Sin of Avarice


William Petty, 1690, Political Arithmetic, No. 57, "Merchandising."

Nicholas Barbon, 1690, A Discourse on Trade, 9-11.

Sir Joseph Childe, 1694, A New Discourse on Trade, (2nd Ed), selections.
WEEK 9 - 11: INDUSTRIAL REVOLUTION TO NINETEENTH CENTURY

READING LIST - SOURCE MATERIALS

INDUSTRIAL REVOLUTION

Mercuries (Weekly Newspapers):

Daniel Defoe, Defoe's Review, June 18, 1709, "Credit;"
July 9, 1709, "Distribution;"
May 1, 1711, "Wealth;"
February 3, 1713, "Trade."

Joseph Addison, The Tatler, #224 Sep. 12, 1710, "On Advertising"

The Spectator, #28 April 2, 1711, "On Shop Signs"
#69 May 19, 1711, "Benefits of Trade"
#251 Dec. 18, 1711, "Cries of London"

Sir Richard Steele, The Spectator, #294 Feb. 6, 1712, "Charity: Rich & Poor"


Voltaire, 1733, English Letters, letter re English Merchants.


Benjamin Franklin, 1751, "On Free Trade."

Ferdinando Galiani, 1751, "Money."


David Hume, 1758, "Of the Jealousy of Trade," 78-83.
Benjamin Franklin, 1758, "Advice to a Young Tradesman."

C. R. J. Turgot, 1766, Formation & Distribution of Riches, Ch LXVI: "Purpose of Merchants,"

Adam Smith, 1766, "Lectures on Justice, Police and Revenue," 231-5.

Captain James Cook, 1774, "Refusing a Trade in the South Pacific."


Etienne de Condillac, 1776, Commerce, selections.

Thomas Paine, 1776, The Crisis, No. 1, part about "The Value of Things."

Benjamin Franklin, 1784, "Essay on Luxury, Idleness and Industry,"
   1784, "An Economical Project."

Thomas Jefferson, 1784, "Notes on ... a [Dollar—Based] Money Unit and of a [Decimal—Based] Coinage for the U. S."


Joseph Priestly, 1789, "On Trade."


Lotteries:


   Thomas Jefferson, 1816, "Thoughts on Lotteries."

Daniel Boone, 1790, Letters, to and from M.W. Van Lear's General Store, "Repaying a Debt."

Alexander Hamilton, 1791, "Report to the U.S. Congress ... on the Subject of Manufactures."

Thomas Jefferson, 1793, "Report to the U.S. Congress ... on the Commerce of the U.S. in Foreign Countries."
WEEK 12 - 13: NINETEENTH CENTURY

READING LIST - SOURCE MATERIALS

Cries & Criers (Singing Commercials):


C. Park, C. 1852, Alphabetical London Cries.

Mother Goose's Nursery Rhymes, 1900, "Hot Cross Buns" & "To Market, To Market."

Thomas Jefferson, 1803, "Charge to Lewis & Clark," in Exploration of Northwest Territory of the Louisiana Purchase, part about establishing Trade with the Indians.

British Political Economists:


Jean-Baptiste Say, 1821, Treatise on Political Economy, selections.


Observers of America:


Josiah Gregg, 1844, Commerce of the Prairies, Vol I & II, selections.

Freeman Hunt (ed.) 1845, Hunt's Merchants' Magazine, Vol 12, No 1 (Jan.), Amanda Smith, "Complaint of a Merchant's Wife;" and
Vol 25, No 6 (Dec.), An Englishman, "Mercantile Transactions in Scotland."

*Protectionism:*


*More Economists:*


Robert Ellis Thompson, 1875, "Social Science and National Economy."


Gerard De Nerval. 1843, *Diary*, "Buying a Slave in Cairo."


Charlotte Bronte, 1851, *Letters*, "Visit to the Crystal Palace" (London World's Fair)
Commodore Matthew C. Perry, 1853, *USS Mississippi, Ships Log*, entry on Demonstration of Western Technology at Edo (Tokyo) Bay.


Herbert Spencer, 1859, "The Morals of Trade."

*Popular English Magazines of the 1850's:*


Punch, 1852, "Protection Against the Electric Telegraph," vol XXIII, 85.

*Popular U.S. Magazines of the 1860's:*

Once a Week, 1863, "Editorial on advertising."

Leisure Hour, 1866, "Editorial on advertising."

Frazer's Magazine, 1869, "Editorial on advertising."

Isabella Beeton, 1861, "The Book of Household Management," selections


Mark Twain, 1876, *The Adventures of Tom Sawyer*, chapter on “Whitewashing the Fence”
WEEK 14: EARLY TWENTIETH CENTURY

Sears, Roebuck & Co. Catalog. Fall 1900, selected pages


Thorstein Veblen, 1904, The Theory of Business Enterprise, selections


C. Lawrence Lowell, 1907, Letter from Pres. Lowell to Prof. Frank W. Taussig, Chairman, Faculty Committee for Establishing a College of Business at Harvard University.

Wesley C. Mitchell, 1912, "The Backward Art of Spending Money,"


Thomas Alva Edison, 1921, Autobiography, "Using the Telegraph to Advertise the Sale of Newspapers," 46-47.

