

WEEK 1: INTRODUCTION AND OVERVIEW

READ – HANDOUT ON DEFINITIONS OF MARKETING

READING LIST - BACKGROUND MATERIALS

Kerlinger, Fred N., Foundations of Behavioral Research, Holt, Rinehart & Winston, any edition, selections.

Blalock, Hubert M. Jr., Theory Construction, Prentice-Hall, any edition, selections.

Hunt, Shelby D., Marketing Theory, Richard D. Irwin Co., any edition, selections.

WEEK 2: ORIGINS OF TRADE TO INVENTION OF THE ALPHABET

READING LIST - BACKGROUND MATERIALS

Dixon, et al., 1968, "Obsidian and the Origins of Trade," Scientific American, March, 38-46.

Denise Schmandt-Besserat, 1984, "The Emergence of Recording," American Anthropologist, 871-878.

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."

The Bible, Old Testament, c. 10th-2nd C. BCE, Genesis 37:25-28, 47:15-26; Exodus 18:13-27; 20:4, 8-9, 15; Leviticus 25:35-37; Deuteronomy 23:19-20, 25:13-15; 1 Kings 5:1-11, 10:14-29; 2 Kings 4:1; Nehemiah 13:16-17, 20; Psalm 15:5; Proverbs 3:13-14, 11:26, 16:11, 20:10, 14, 31:13-15, 24; Ezekiel 27:3-36.

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."

Kautilya, c. 150 BCE, Arthashastra. "Economic administration,"¹¹ 74-78; "Trade," 86-89.

Tiruvalluvar, Kural, c. 150 BCE, "Merchants," verse 120; "Wealth," verses 332, 660, 751-760;
"Capital," vs. 449; "Interest," verse 463.

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."

Aristophanes, 5th C. BCE, *The Clouds*, "On Interest," 125.

Greek Historians:

Herodotus, 5th C. BCE, The Histories, 53, 83, 89, 200-1, 369.

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

Socratic Philosophers:

Plato, 4th C. BCE, Republic, Book IV, 211-215.

Plato, 4th C. BCE, Laws, 486-493.

Zenophon, 4th C. BCE, *Ways and Means to Increase the Revenues of Athens*, selections..

Aristotle, 4th C. BCE, Politics, Book I, 3-29.

Aristotle, 4th C. BCE, The History of the Athenian Constitution, Ch 5-13, Solon's Laws Revising the Weights, Measures & Currency of Athens.

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.

Tacitus, 1st C. CE, The Annals, "On Interest Rates," 207-208.

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

Pliny the Elder, 1st C. CE, Natural History, Bk XXXIII: Man's Greed," 1-21; "Introduction of Gold Coinage to Rome," 42-51.

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

Roman Poets:

Martial, 1st C. CE, Epigrams, VII, 61, "Shopkeepers of Rome;" I, 113, 117; V, 56.

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

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

Juvenal, 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.

Diocletian, 301 CE, Edicts, "Preamble," selections.

The Bible, New Testament, 2nd-3rd C. CE Matthew 11:16, 13:45-46, 20:3, 21:12-13, 23:7;
Revelations 18:10-16, 23.

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

Justinian, 6th C. CE The Civil Law, "Proclamation ConAdrning Manufacturers," & "Proclamation ConAdrning Pork Butchers."

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."

Gregory of Tours, The History of the Franks, X25.

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."

Anonymous, c. 800, One Thousand and One Arabian Nights, "The Deceitful Merchant,"
selections.

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”

Lombard Laws (Rothair’s Edictum) 227 “On Purchases and Sales”, 228 “ On Possessions”, and various laws on purchases and sales; (Laws of King Liutprand) 16.11 “Borrowing Money”, 18.1111 “Concerning Merchants”.

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

Hugh of St. Victor, 1120s, The Didascalicon (A Medieval Guide to the Arts), Chapter 20: “Mechanical Sciences”, Chapter 23: “Commerce”

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., Husbandry, “The Cost of Carts,” “Time for Payments.”

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

Maimonides, c. 1200, The Book of Civil Laws, Book XIII, Creditor and Debtor."

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 Edward II, 1326, Letter to the Mayor of London, "Restriction of Exports."

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

King Henry IV, 1409, Letter to the Mayor of London, "Petition of the Cordewaneres vs. Cobelers."

West Visits East:

Crusaders:

Geffroi De Villehardoum, 1204-1207, Chronicle of the Fourth Crusade & Conquest of Constantinople, chapter on "Dividing the Spoils," 65-66.

Jean, Sire De Joinville, 1248-1254, Chronicle of the [Seventh] Crusade of [King] Saint Louis [IX], selections.

Travelers:

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

Marco Polo, 1271-1295, Travels, "Paper Money," & other selections

John Mandeville, c. 1332-1356, Travels, selections.

Missionaries:

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

Friar William of Rubruck, 1253-1255, Reflections, selections.

Friar John of Monte Corvino, 1291-1305, Letters, selections.

Friar Odoric of Pordenone 1318-1330, Itinerary, 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."

Capt. Richard Rainolds, 1591, 'Chiefest Places of Traffic and Trade' on the West African Coast.

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.

Leonardo da Vinci. 1428, Letter to the Duke of Milan, "Inventions for Sale."

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

William Caxton, 1477, "Advertisement for Salisbury Prayer Book."

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."

Amerigo Vespucci, 1502, Journal of the New World, part about "The Common Property of the Natives," 78-81.

Bernal Diaz, c. 1520, The Conquest of New Spain, part about "The Great Marketplace of the Aztec Empire," 232-33.

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 Shakespeare, c.1600, Plays: The Merchant of Venice, 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 Walter Raleigh, 1614, The History of the World, Preface, 62-63.

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

Jacques Savary, 1675, The Perfect Merchant, Ch VII, 55-57.

N. H. Merchant, 1684, The Complete Tradesman. selections.

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"
- Samuel Johnson, Adventurer, "On Trade," #67, June 26, 1753.
- Idler, "On Advertising," #40, Jan. 20, 1759.

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

Daniel Defoe, 1745, The Complete English Tradesman, selections.

Benjamin Franklin, 1751, "On Free Trade."

Ferdinando Galiani, 1751, "Money."

Jean Jacques Rousseau, 1754, The Social Contract, selections.

Benjamin Franklin, 1757, Poor Richard's Almanac, Preface: "The Way to Wealth," 1-12.

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."

Benjamin Franklin, 1774, "Principles of Trade," 383-405.

Adam Smith, 1776, An Inquiry into the Nature and Causes of the Wealth of Nations, selections.

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."

Alexander Hamilton, John Jay and James Madison, 1787-88, The Federalist Papers, selections.

Joseph Priestly, 1789, "On Trade."

George Washington, 1789, "Letter to General Henry Knox," re "Cloth advertisement."

Alexander Hamilton, 1790, "Notes on a Federal Industrial Policy."

Lotteries:

Alexander Hamilton, 1790, "A Proposal for a National Lottery."

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):

Innes's Juvenile Library, C. 1800, The Cries of London.

Salop Wellington, C. 1820, The Cries of London.

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:

Rev. T. R. Malthus, 1820, Principles of Political Economy,

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

Robert Torrens, 1821, "An Essay on the Production of Wealth."

David Ricardo, 1821, On the Principles of Political Economy and Taxation, "On Machinery," 466-468, selections.

Observers of America:

Alexis de Tocqueville, 1835, Democracy in America, Vol II, Book II, 162, 164-168.

Freeman Hunt (ed.), 1841, Hunt's Merchants' Magazine, Vol 5, No 5 (Nov.), "Glut in the Market."

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:

Frederic Bastiat, 1845, "Petition of the Candlemakers," &
H.R. Parker, 1951, "Petition of the Candle Manufacturers."

More Economists:

James Mill, 1844, Elements of Political Economy, Ch 3, "Interchange"; and "Ch 4, Consumption".

John Stuart Mill, 1848, Principles of Political Economy, selections.

J. R. M'Culloch, 1849, The Principles of Political Economy, selections.

Carl Menger, 1871, Principles of Economics, Ch VII, "The Theory of the Commodity."

J. E. Cairnes, 1874, Principles of Political Economy, "Market Value."

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

Henry Sidgwick, 1887, The Principles of Political Economy, Ch II, "The System... Relation to Production."

Francis C. Walker, 1888, Political Economy, Part III, "Exchange."

Mummery and Hobson, 1889, The Physiology of Industry, "The Scope of Production."

Alfred Marshall, 1890, Economics, selections.

Richard T. Ely, 1893, Outlines of Economics, selections.

Thorstein Veblen, 1899, The Theory of the Leisure Class, selections.

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

Henry Mayhew, 1851, London Labour and the London Poor, "The Farringdon Watercress Market."

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.

Phineas T. Barnum, 1855, Life of P. T. Barnum, Written by Himself, chapter on the "Country General Store," and other selections.

Henry David Thoreau, 1954, Walden, selections.

Freeman Hunt, 1856, Worth & Wealth: A Collection of Maxims. Morals & Miscellanies for Merchants & Men of Business, selections.

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

Popular English Magazines of the 1850's:

Punch, 1851, "The Romance of the Markets," vol XXI, 169.

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

Charles Lamb, 1864, "The Good Clerk, A Character: With Some Account of [Defoe's] 'The Complete English Tradesman!'"

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

Victor Mataja, 1903, "The Economic Value of Advertising," International Monthly, Volume 8.

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

I.M. Rubinow, 1904-05, "Premiums in Retail Trade," Journal of Political Economy, 574-586.

Gustav Bunzel, 1905, "The Ethical Education of the Merchant," International Journal of Ethics, Volume 15.

Edward D. Jones, 1905, "The Manufacturer and the Domestic Market," The Annals of the American Academy, Volume 25.

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,"

Theodore Roosevelt, 1917, The Foes of Our Household, "The Tool Owner and the Tool User," 125-29; "The Farmer," 188-89.

Sinclair Lewis, 1921, Harper's magazine, "A Matter of Business," (March) 419-435.

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

Kahlil Gibran, 1923, The Prophet, "On Buying and Selling," 43-44.

Stuart Chase and F. J. Schunk, 1927, "Consumers in Wonderland," The New Republic, (Feb. 2), 293.

Wallace B. Donham, 1927, Harvard Business Review, Dean Donham's Dedication of the George F. Baker Foundation of the Harvard Graduate School of Business, Vol 5, 401-405.