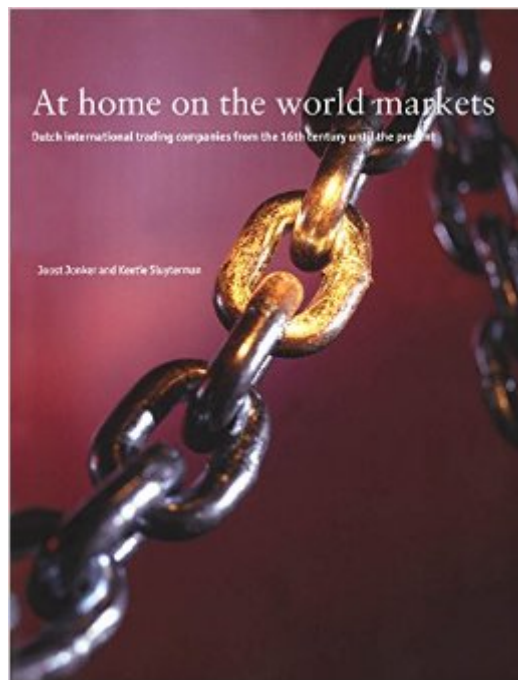


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At Home On The World Markets: Dutch International Trading Companies From The 16th Century Until The Present



Synopsis

The Dutch economy has relied on trade for centuries. During the seventeenth century the Netherlands experienced a Golden Age built largely on commercial enterprise, and trade continues to be the golden link in the supply chain from producers to consumers. Yet we know very little about the business of trade and the people involved in it. What was the nature of their work, and how did it evolve through the ages? In the lavishly illustrated *At Home on the World Markets* Joost Jonker and Keetie Sluyterman look at mercantile dynasties - such as the Trips and the Van Eeghens - and companies - such as the famous Dutch East Indian Company VOC and the modern trading company Hagemeyer - that have been largely unstudied. They describe the evolution of a unique economic sector that occupies a key position in the supply chain from producers to consumers.

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Stephen Howarth, an independent full-time author of history since 1979, has 14 major published works on a wide range of subjects. His corporate histories include *The Story of P&O* (co-written with David Howarth, Weidenfeld & Nicolson, 1987), *Sea Shell: The Story of Shell's British Tanker Fleets, 1892-1992* (Thomas Reed, 1992), *A Century in Oil: The "Shell" Transport and Trading Company, 1897-1997* (Weidenfeld & Nicolson, 1997), and *Henry Poole, Founders of Savile Row: The Making of a Legend* (Bene Factum, 2003). Stephen Howarth is a Fellow of the Royal Historical Society. Joost Jonker is a Lecturer and Researcher at the University of Utrecht. He graduated from the Free University, Amsterdam, and has since specialized in financial and business history. Keetie

E. Sluyterman is Professor of Business History at Utrecht University, and senior researcher at the Research Institute for History and Culture at the same university. She has written or jointly authored a large number of commissioned business histories, including Océ, De Kuyper, Proost and Brandt, CSM, Rabobank, and Hagemeyer. Jan Luiten van Zanden is Professor of Economic and Social History at the University of Utrecht. Van Zanden studied economics and history at the Free University of Amsterdam, received a Ph D from the Agricultural university of Wageningen (in 1985), and has published widely on the economic history of Western Europe and Indonesia. Sluyterman is with the Research Institute for History and Culture, Faculty of Arts, Utrecht University.

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