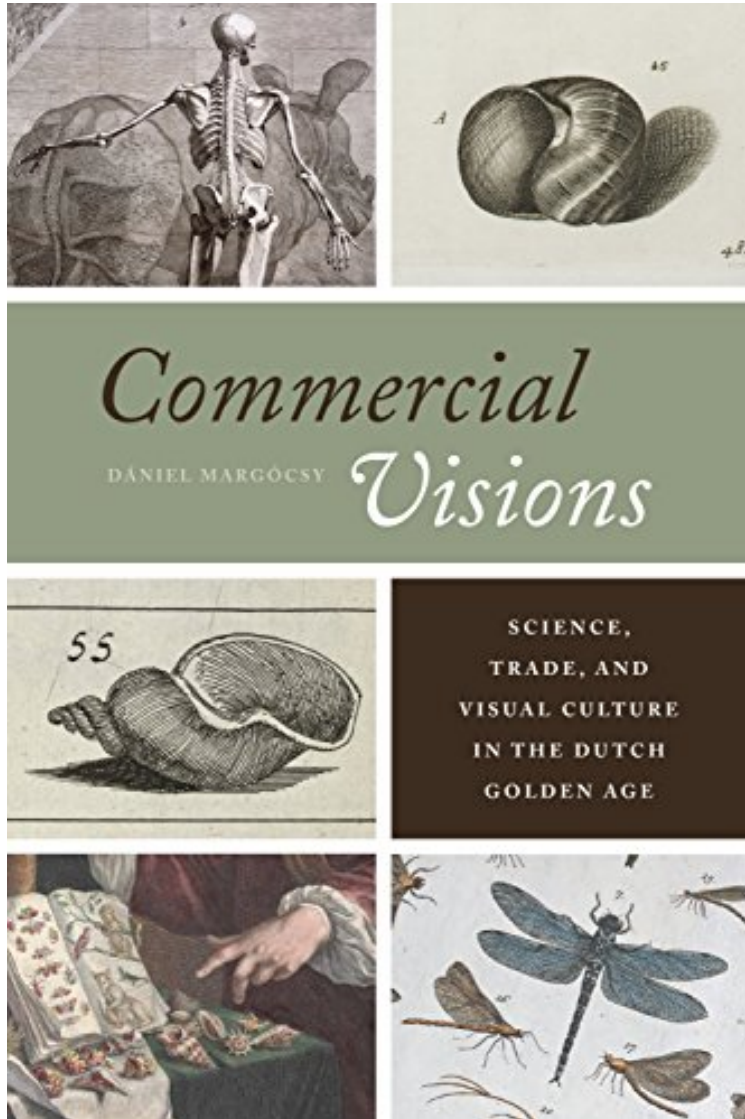


Commercial Visions: Science, Trade, and Visual Culture in the Dutch Golden Age

Daacute;niel Margoacute;csy
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Daacute;niel Margoacute;csy : Commercial Visions: Science, Trade, and Visual Culture in the Dutch Golden Age before purchasing it in order to gage whether or not it would be worth my time, and all praised Commercial Visions: Science, Trade, and Visual Culture in the Dutch Golden Age:

Entrepreneurial science is not new; business interests have strongly influenced science since the Scientific Revolution.

In *Commercial Visions*, Daniel Margolis illustrates that product marketing, patent litigation, and even ghostwriting pervaded natural history and medicine—the “big sciences” of the early modern era—and argues that the growth of global trade during the Dutch Golden Age gave rise to an entrepreneurial network of transnational science. . . . Margolis introduces a number of natural historians, physicians, and curiosi in Amsterdam, London, St. Petersburg, and Paris who, in their efforts to boost their trade, developed modern taxonomy, invented color printing and anatomical preparation techniques, and contributed to philosophical debates on topics ranging from human anatomy to Newtonian optics. These scientific practitioners, including Frederik Ruysch and Albertus Seba, were out to do business: they produced and sold exotic curiosities, anatomical prints, preserved specimens, and atlases of natural history to customers all around the world. Margolis reveals how their entrepreneurial rivalries transformed the scholarly world of the Republic of Letters into a competitive marketplace. . . . Margolis’s highly readable and engaging book will be warmly welcomed by anyone interested in early modern science, global trade, art, and culture.

"In the Netherlands of the 16th and 17th centuries, global trade and commercial competition produced numerous commodity networks, including those dealing with the marketable aspects of natural history and medicine. . . . Thus, Margolis suggests, product marketing, patent disputes, and intense competition resulted in a turning away from the Renaissance’s rambling natural histories and aesthetically centered portrayals of flora and fauna and encouraged the development of accurate scientific illustration, competing visual epistemologies, a standardized Latin taxonomy, color-printing techniques, improved specimen preparation, and more. The author offers a very readable and richly illustrated account of these developments, including a portrayal of the lives of natural scientists, physicians, and other interesting entrepreneurial characters active in the commercial centers of that time. Highly Recommended."