

1. Record Nr.	UNINA9910255260003321
Autore	Schneider Miriam Magdalena
Titolo	The 'Sailor Prince' in the Age of Empire : Creating a Monarchical Brand in Nineteenth-Century Europe // by Miriam Magdalena Schneider
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-63600-6
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XII, 309 p. 13 illus., 7 illus. in color.)
Collana	Palgrave Studies in Modern Monarchy
Disciplina	940.903
Soggetti	Europe—History—1492- Military history Civilization—History History, Modern Imperialism History of Modern Europe History of Military Cultural History Modern History Imperialism and Colonialism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction: A royal Prince who is also a Sailor -- 2. Monarchy at sea: The maritime dimension of nationalization -- 3. Princes in disguise: The myths of equality and professionalism -- 4. To the empire's ends: Mobility in a globalizing world -- 5. Princes living on the edge: Celebrity and the markets -- 6. Conclusion: A brand enters series production -- Note on sources -- List of archival and newspaper sources -- Index.
Sommario/riassunto	This book explores the puzzling phenomenon of the remarkable revival of monarchy in nineteenth-century Europe through a new prism: the public persona of the 'Sailor Prince'. It highlights how four usually overlooked dynastic figures – the younger sons and brothers of monarchs such as Queen Victoria or Emperor William II – decisively helped to advertise their respective dynasties in the fiercely contested

political and popular mass market, by aligning them with one of the most myth-invested cultural presences and power-political symbols of the Age of Empire: the navy. The 'Sailor Prince' in the Age of Empire traces the unusual professional careers, the adventurous empire travels and the multifaceted public representations of Prince Alfred of Britain (1844-1900), Prince Heinrich of Prussia (1862-1929), Prince Valdemar of Denmark (1858-1939) and Prince Georgios of Greece (1869-1957). Through the prism of these four personality brands, the study also investigates issues such as the role of the maritime sphere in national identity, the nature and extent of nineteenth-century monarchical modernization, the relevance of intra- and inter-imperial royal diplomacy in the Age of High Imperialism, and the curious collaboration of middle-class opinion-makers and entrepreneurs with Europe's monarchical establishment.
