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Nota di contenuto	Introduction: The Implementation of the New Global History in China -- The “Global History Paradox” in China: Sinocentred Approaches along the Silk Road -- The Mandate of Heaven, the Rule of the Emperor: Self-sufficiency of the Middle-Kingdom -- Silver, Rogues, and Trade Networks: Sangleyes and Manila Galleons connecting the Spanish Empire and Qing China -- Conclusions.
Sommario/riassunto	This open access book examines perceptions and dialogues between China and Europe by analysing strategic geopolitical sites which fostered commerce, consumption and socioeconomic networks between China and Europe through a particular case study: Macau, connecting with South China, and Marseille in Mediterranean Europe from 1680 to 1800. How did foreign merchant networks and trans national communities of Macau and Marseille operate during the eighteenth century and contribute to somehow transfer respectively European and Chinese sociocultural habits and forms in local

population? What was the degree and channels of consumption of European goods in China and Chinese goods in Europe? Through these questions the book explores the bilateral SinoEuropean trade relations and considers how the transnational dimension of exotic commodities changed tastes by creating a new type of global consumerism.
