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Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Contributors -- Introduction / Clark, Geoffrey / Anderson, Gregory -- 1. How to Tame Chance: Evolving Languages of Risk, Trust, and Expertise in Eighteenth-Century German Proto-Insurances / Rosenhaft, Eve -- 2. Gottfried Wilhelm Leibniz's Work on Insurance / Schulenburg, J.- Matthias Graf von der -- 3. The Slave's Appeal: Insurance and the Rise of Commercial Property / Clark, Geoffrey -- 4. Fire, Property Insurance, and Perceptions of Risk in Eighteenth-Century Britain / Pearson, Robin -- 5. A Licence to Bet: Life Insurance and the Gambling Act in the British Courts / Alborn, Timothy -- 6. 'The Rules of Prudence': Political Liberalism and Life Assurance in the Nineteenth Century / McFall, Liz -- 7. Honesty, Fidelity, and Insurance in Eighteenth- and Nineteenth- Century England / Anderson, Gregory -- 8. Competing Appeals: The Rise of Mixed Welfare Economies in Europe, 1850-1945 / Lengwiler, Martin -- 9. Employers and Industrial Accident Insurance in Spain, 1900-1963 / Pons, Jerònia Pons -- 10. Five Ironies of Insurance / Doyle, Aaron / Ericson, Richard
Sommario/riassunto	Insurance today is a global economic colossus and a fixture in the developed countries of the world. Dependant upon a considerable dose of moral exhortation and enlightened appeal, the insurance industry

has become a pervasive agent of social and economic control through its delineation of acceptable (compensated) and unacceptable (uncompensated) risk. The Appeal of Insurance traces the ways in which insurance, over the past three centuries, has grown in concert with a clientele largely of its own making. Drawing on the fields of history, sociology, criminology and economics, these essays break new ground in insurance studies by illuminating the dialectical relationship between the expansion of the insurance business and the public demand for economic and social security.
