

1. Record Nr.	UNINA9910459015803321
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Titolo	Making and marketing medicine in renaissance Florence [[electronic resource] /] / James Shaw and Evelyn Welch
Pubbl/distr/stampa	Amsterdam ; ; New York, : Rodopi, 2011
ISBN	1-283-00926-9 9786613009265 90-420-3157-3
Descrizione fisica	1 online resource (351 p.)
Collana	Clio medica, , 0045-7183 ; ; 89 The Wellcome series in the history of medicine
Altri autori (Persone)	WelchEvelyn S. <1959->
Disciplina	610.945 610.94551109023
Soggetti	Public health - Italy - Florence - History - 15th century Medicine - Italy - Florence - History - 15th century Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminary material / Editors Making and Marketing Medicine in Renaissance Florence -- List of Images / Editors Making and Marketing Medicine in Renaissance Florence -- List of Tables / Editors Making and Marketing Medicine in Renaissance Florence -- List of Charts / Editors Making and Marketing Medicine in Renaissance Florence -- Abbreviations / Editors Making and Marketing Medicine in Renaissance Florence -- Glossary / Editors Making and Marketing Medicine in Renaissance Florence -- Currencies, Weights and Measures / Editors Making and Marketing Medicine in Renaissance Florence -- Introduction and Acknowledgements / Editors Making and Marketing Medicine in Renaissance Florence -- The Shop and the Citys / Editors Making and Marketing Medicine in Renaissance Florence -- Keeping Shop / Editors Making and Marketing Medicine in Renaissance Florence -- People and their Purchases / Editors Making and Marketing Medicine in Renaissance Florence -- Recovering Debts / Editors Making and Marketing Medicine in Renaissance Florence -- Wax / Editors Making and Marketing Medicine in Renaissance Florence -- Sugar and Spice /

Editors Making and Marketing Medicine in Renaissance Florence -- Medicines / Editors Making and Marketing Medicine in Renaissance Florence -- Epilogue / Editors Making and Marketing Medicine in Renaissance Florence -- Bibliography / Editors Making and Marketing Medicine in Renaissance Florence -- Index / Editors Making and Marketing Medicine in Renaissance Florence.

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#### Sommario/riassunto

What did you do when you fell ill in fifteenth-century Florence? How did you get the medicines that you needed at a price you could afford? What would you find when you entered an apothecary's shop? This richly detailed study of the Speziale al Giglio in Florence provides surprising answers, demonstrating the continued importance of highly personalised medical practice late into the fifteenth century. Drawing on extensive archival research, it shows how personal relationships and mutual trust, rather than market forces, made payment possible even for those with limited incomes. Examining the spaces, people and products involved, Making and Marketing Medicine investigates the roles played by sociability, information networks and regulation in creating communities as well as in promoting health in Renaissance Italy.

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