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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminary Material -- 1 Symbiosis and Style: The Production, Sale and Purchase of Instruments in the Luxury Markets of Eighteenth-century London / Alexi Baker -- 2 Selling by the Book: British Scientific Trade Literature after 1800 / Joshua Nall and Liba Taub -- 3 The Gentle Art of Persuasion: Advertising Instruments during Britain's Industrial Revolution / A. D. Morrison-Low -- 4 Some Considerations about the Prices of Physics Instruments in the Nineteenth Century / Paolo Brenni -- 5 Mathematical Instruments Changing Hands at World's Fairs, 1851--1904 / Peggy Aldrich Kidwell -- 6 Connections between the Instrument-making Trades in Great Britain and Ireland and the North American Continent / Gloria Clifton -- 7 European Pocket Sundials for Colonial Use in American Territories / Sara J. Schechner -- 8 Selling Mathematical Instruments in America before the Printed Trade Catalogue / Richard L. Kremer -- 9 Trade in Medical Instruments and Colonialist Policies between Mexico and Europe in the Nineteenth Century / Laura Cházaro -- General Index.

This collection of essays discusses the marketing of scientific and medical instruments from the eighteenth century to the First World War. The evidence presented here is derived from sources as diverse as contemporary trade literature, through newspaper advertisements, to rarely-surviving inventories, and from the instruments themselves. The picture may not yet be complete, but it has been acknowledged that it is more complex than sketched out twenty-five or even fifty years ago. Here is a collection of case-studies from the United Kingdom, the Americas and Europe showing instruments moving from maker to market-place, and, to some extent, what happened next. Contributors are: Alexi Baker, Paolo Brenni, Laura Cházaro, Gloria Clifton, Peggy Aldrich Kidwell, Richard L. Kremer, A.D. Morrison-Low, Joshua Nall, Sara J. Schechner, and Liba Taub.
