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Nota di contenuto	Cover; Title page; Copyright page; Contents; Acknowledgment; Introduction; A short literature review; Trade and consumption; Modern elites; Civil society; Structures and agency in domination; Ovamboland: a short geographical and historical outline; Terminology, Methods, Sources; The book's story line; 1. The early years: from itinerant traders to monopoly stores; The era of trade expeditions and mission trade (1850-1925); Missionary trade; Migrant workers; Early attempts to open stores; The establishment of the first stores; 2. The monopoly stores, 1925-1952 Institutional history of the monopoly stores Trade organization and shopping; Turnover; Getting supplies to Ovamboland; Trade and the administration; 3. The first locally owned stores, 1937-1955; The pioneer: Simon Galoua in Ombalantu; Population growth and settlement expansion after 1927; The first wave of new traders, 1951-55; Why Stores?; 4. From indirect rule to liberation war: Ovamboland 1948-1978; Modernizing the administration, 1948-1978; Changing South

African Policies; Ovamboland administration under apartheid; Apartheid development policy; Liberation movement and guerrilla war

5. Traders in a modernizing society Three biographies of early traders; Types of stores; Turnover; Stock and supplies; The social role of traders; Credit and traders' networks; 6. Stores and spatial organization after 1950; "Piccanins with guns" - Ondangwa in 1950; The geography of stores, 1950-1965; Central Ukwanyama: development stalled by the war; Small towns: New centers in the rural areas; Ondangwa and Oshakati: the new towns; Frontier spaces: Social life in the new towns;

7. Taking sides? Traders and politics during the liberation war; Traders between old and new elites

Profiting or dying: Traders in war Traders as development partners for a modernizing administration; Civil society or uncivil despotism?; Conclusion; Trade in central-northern Namibia after 1990; Colonial domination and local elites in Ovamboland; Homeland development and economic structures; Consumption, trade and social order; Entrepreneurship, dependency and economic structures; Annex: Price List Ondjodjo and Omafo 1941; List of Illustrations; References; Index; Back cover
