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Nota di contenuto	How to tame chance : evolving languages of risk, trust, and expertise in eighteenth-century German proto-insurances / Eve Rosenhaft -- Gottfried Wilhelm Leibniz's work on insurance / J.-Matthias Graf von der Schulenburg and Christian Thomann -- The slave's appeal : insurance and the rise of commercial property / Geoffrey Clark -- Fire, property insurance, and perceptions of risk in eighteenth-century Britain / Robin Pearson -- A licence to bet : life insurance and the Gambling Act in the British courts / Timothy Alborn -- "The rules of prudence" : political liberalism and life assurance in the nineteenth century / Liz McFall -- Honesty, fidelity, and insurance in eighteenth- and nineteenth-century England / Gregory Anderson -- Competing appeals : the rise of mixed welfare economies in Europe, 1850-1945 / Martin Lengwiler -- Employers and industrial accident insurance in Spain, 1900-1963 / Jero nia Pons Pons -- Five ironies of insurance / Aaron Doyle and Richard Ericson.
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."--Pub. desc.

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