

1. Record Nr.	UNISA996247868503316
Autore	Lane Frederic Chapin <1900-1984.>
Titolo	Money and Banking in Medieval and Renaissance Venice : Volume I: Coins and Moneys of Account / . Volume 1 / [[electronic resource]] / Frederic C. Lane, Reinhold C. Mueller
Pubbl/distr/stampa	Baltimore, : Johns Hopkins University Press, c1985
ISBN	0-8018-3157-1
Descrizione fisica	1 online resource (xx, 684 p.) : ill., maps ;
Altri autori (Persone)	MuellerReinhold C
Disciplina	332.1/0945/31
Soggetti	Money Economic history Banks and banking Economic history - 16th century Banks and banking - Italy - Venice - History Money - Italy - Venice - History History Italy Venice Venice (Italy) Economic conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	The text of this book is licensed under a Creative Commons Attribution-NonCommercial-No derivatives 4.0 International License Open access edition supported by the National Endowment for the Humanities / Andrew W. Mellon Foundation Humanities Open Book Program. Originally published as Johns Hopkins Press 1985.
Nota di bibliografia	Includes bibliographical references (pages 637-670) and index.
Nota di contenuto	Part I. The Background -- Part II. Venice's Moneys, Bullion Market, and Mint.
Sommario/riassunto	Frederic C. Lane and Reinhold C. Mueller, in the first volume of Money and Banking in Medieval and Renaissance Venice, discuss Venice's economic achievement in terms of the complex system the city's inhabitants developed to manage moneys of account and coins. Money merchants of Venice developed a system whereby a premium attached to moneys of account acted as a stabilizing force and allowed merchants to engage in long-term trade. This system, according to the

authors, helped establish Venice as a dominant city-state in international trade and exchange. This book outlines the development and success of this system through 1508. At the time it was first published, this book made a significant contribution to the history of money and economics by underscoring the large role that Venice played in the economic history of the West and the ascendance of capitalism as a structuring force of society.

2. Record Nr.	UNISALENTO991002474509707536
Autore	Van Dijk, Marcha
Titolo	Managing luxury brands : improving and sustaining brand equity through brand Imagery / Marcha Van Dijk
Pubbl/distr/stampa	Saarbrücken : Vdm Mueller, 2009
ISBN	9783639213416
Descrizione fisica	IV, 62 p. ; 22 cm
Disciplina	658.827
Soggetti	Beni di lusso - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia