Table of Contents

| Holland Flowering | 9 |
|--|-----|
| Early Dutch Horticulture | 45 |
| The Rise of Aalsmeer's Horticultural Grower's Cooperatives | 87 |
| The Dutch Flower Auction: Traders | 125 |
| Horticultural Aesthetics | 165 |
| Planet of Flowers | 209 |
| Afterword | 255 |
| Notes | 261 |