

CONTENTS

List of Figures, Illustrations, and Tables	xi
Foreword	xv
Acknowledgments	xvii
1. Introduction	1
1.1. Athens, the Manufacturing City	1
1.2. Original Sources	8
1.2.1. <i>Ancient Literature</i>	8
1.2.2. <i>Archaeology and Epigraphy</i>	13
1.3. Methodology	16
1.3.1. <i>Embeddedness and Empirical Analysis</i>	16
1.3.2. <i>Theories of Firm Size</i>	22
1.3.3. <i>The Theory of Competitive Advantage</i>	33
1.3.4. <i>Competitive Advantage and Industry Structure</i>	41
1.3.5. <i>Applying the Competitive Advantage Framework</i>	44
2. Industry Formation	47
2.1. Early Manufacturing	48
2.2. Homer and the Households of the Rich	51
2.3. Hesiod and the Peasant Economy	61
2.4. Empirical Evidence	65
2.4.1. <i>Metalworking</i>	67
2.4.2. <i>Leatherwork</i>	68
2.4.3. <i>Cosmetics and Perfumes</i>	68
2.4.4. <i>Textiles</i>	69
2.5. Supply and Demand in a Competitive Market	70
3. The Pottery Industry	73
3.1. The Evidence	73
3.1.1. <i>Original Texts</i>	73
3.1.2. <i>Pots</i>	75
3.1.3. <i>Potteries and Kilns</i>	78
3.1.4. <i>Stamps and Graffiti</i>	80
3.1.5. <i>Vase Paintings</i>	82
3.2. Industry and Workshop Size	83
3.3. Labor Force	87
3.3.1. <i>The Process of Making Pots</i>	87

- 3.3.2. *Staffing Needs* 92
 - 3.3.3. *Justifying a Full-Time Team* 97
 - 3.4. Bases for Differentiation 101
 - 3.4.1. *Fine Ware* 102
 - 3.4.2. *Coarse Ware* 105
 - 3.4.3. *Niche Products* 105
 - 3.4.4. *A Second Kiln?* 106
 - 3.5. Subsequent Changes in Competitive Dynamics and Industry Structure 108
 - 3.6. Summary 115
- 4. **Mining, Metals, and Armor** 116
 - 4.1. Mining 116
 - 4.2. Ore Processing 120
 - 4.3. General Metalworking 124
 - 4.4. Jewelry and Ornaments 128
 - 4.5. Coinage 131
 - 4.6. Bronze Armor 134
 - 4.7. Shield Manufacture 138
 - 4.8. Knives 144
 - 4.9. Summary 145
- 5. **Textiles, Clothing, and Footwear** 147
 - 5.1. Textiles and Clothing 147
 - 5.1.1. *Spinning and Weaving* 151
 - 5.1.2. *Scouring and Finishing* 159
 - 5.2. Footwear 162
 - 5.2.1. *Tanning* 162
 - 5.2.2. *Shoemaking* 165
 - 5.3. Summary 170
- 6. **Woodworking** 172
 - 6.1. Furniture 174
 - 6.2. General and Specialized Woodworking Segments 183
 - 6.3. Boatbuilding 185
 - 6.3.1. *The Trireme: Development and Configuration* 185
 - 6.3.2. *Responsibility for Building Triremes* 189
 - 6.3.3. *Manufacturing: the Hull* 191
 - 6.3.4. *Manufacturing: Components* 193
 - 6.3.5. *Shipbuilding and Supplying Industries* 197
 - 6.4. Summary 200
- 7. **Construction Industries** 202
 - 7.1. Public Buildings 202
 - 7.2. Monumental Statues 215

7.3.	Private Housing and Infrastructure	225
7.4.	Summary	228
8.	Food, Drink, and Personal Care	230
8.1.	Agricultural Products	230
8.1.1.	<i>The Athenian Diet</i>	230
8.1.2.	<i>Processing</i>	233
8.1.3.	<i>Food Service</i>	238
8.2.	Cosmetics, Perfumes, and Medicines	239
8.3.	Summary	246
9.	Athens's Manufacturers	248
9.1.	Citizen Investors	250
9.2.	Citizen Craftsmen	270
9.3.	Women	274
9.4.	Foreign Residents	278
9.5.	Slaves	281
	Coda	289
	Athenian Currency	297
	Appendix: Quantifying Manufacturing Participation	299
A.1.	Supply Analysis	300
A.2.	Demand Analysis	311
A.2.1.	<i>Example One: Clothing (Chapter 5)</i>	312
A.2.2.	<i>Example Two: Shoes (Chapter 5)</i>	313
A.2.3.	<i>Example Three: Basic Furniture (Chapter 6)</i>	313
A.2.4.	<i>Example Four: Ceramics (Chapter 3)</i>	316
	Secondary Sources	319
	Photo Credits	353
	Index Locorum	355
	General Index	369