



# Contents

List of Illustrations	vii
List of Maps and Figures	viii
Preface	ix
Introduction	1
<b>Part I. Heritage-Making, Branding, and Globalization</b>	<b>15</b>
Chapter 1. Bagamoyo: A History of Practices, Principles, and Partnership in Heritage-Making	17
Chapter 2. Heritage-Making: The 2002 International Conference	41
Chapter 3. Fractures in the Image of Bagamoyo: Despair or Joy?	61
Chapter 4. World Heritage and Globalization: The Bagamoyo Case	87
<b>Part II. Commerce, Competition, and Consumerism: Bagamoyo and the Caravan Trade</b>	<b>111</b>
Chapter 5. Entrepreneurs and Explorers from the Heart of Africa	113
Chapter 6. Pawned, Preyed Upon, Purchased, or Punished: Slaves and Slavery in Nineteenth-Century East Africa	143
Chapter 7. Conflicts and Clashes in the Competition over the Caravan Trade on the Central Routes	177
Chapter 8. Bagamoyo and the Caravan Trade: The Entrance to the Heart of Africa	206
Chapter 9. Old Bagamoyo	234

Chapter 10. Fluid Identities: Politics of Identity in Multicultural Bagamoyo	258
Chapter 11. Conspicuous Competitive Consumption and Communication by Means of Cloth	292
Chapter 12. Intruders and Terminators: The End of the Story	317
Epilogue	347
Glossary	349
References	355
Index	379