

Acknowledgements	11
1 Introduction	15
1.1 The Luetkens Archive	15
1.2 The Mercantile Establishment Phase	22
1.3 New Impulses	40
1.4 Writing a Praxeological Microhistory	61
2 Making of a Merchant	79
2.1 In Memoriam Luetkens	79
2.2 Biography	89
2.3 Parental Home and Early Education	92
2.4 Apprenticeship and Business Travels	96
2.5 A Travelling Merchant	106
2.6 A Bourgeois Lifestyle	112
2.7 The Demands and Requirements of a Mercantile Establishment Phase	119
2.8 On the Powers of Persuasion and Practical Eloquence	133

An Early Modern Mercantile Establishment Phase in Five Case Studies

3 Shipping Business	143
3.1 Hamburg	143
3.2 A Hamburg Merchant in France	150
3.3 Maritime Neutrality	153
3.4 The Episodes: How Luetkens Reorganized His Shipping Business	168
3.5 Letters Exchanged between Brothers	179
3.6 Stealing Someone's Thunder	187
3.7 Conclusion: On Lurrendreyerey	193

4	Commission Trade	199
4.1	Why Commission Trade Mattered	199
4.2	Commission Trade and Letters	205
4.3	A Commission Agent in France	212
4.4	The Protestant International	220
4.5	The Travel Route	227
4.6	A Broad Product Range and Specialization in Sugar	233
4.7	Financing in Commission Enterprises	240
4.8	Showing Efficiency	256
4.9	Business Letters	260
4.10	The Episode: A Game of Chance	279
4.11	Conclusion: Letters as Nerve Centres	318
5	High-Risk Trade	321
5.1	A Threat Scenario	325
5.2	The Mediterranean Sea as a War Zone	331
5.3	Four Perspectives	336
5.4	Insurance Certificates	354
5.5	The Episode: A Material Promise to Noordstern	361
5.6	Ships' Captains Letters	369
5.7	Patronage in the Sea Business	378
5.8	Letters as Material Affirmations	382
5.9	The Practice of Reading Letters out Loud	386
5.10	Making Firm Promises	388
5.11	Conclusion: How to Cope with Sailors' Fears	393
6	Finding a Business Partner and a Merchant Clerk to Open up a Merchant House	399
6.1	Characteristics of a Private Firm	403
6.2	Corresponding Humours	413
6.3	The First Episode: Headhunting	421
6.4	Breadwinning and Letter Citation	431
6.5	A Fatal Blow in a Letter Conversation	435
6.6	Gallant Merchant Letters	439
6.7	First Conclusion: The Benefits of Keeping a Low Profile in Letters	443
6.8	The Second Episode: Insider Dealings	449
6.10	Second Conclusion: On Hand-to-Hand Delivery	464
7	Marriage Preparations	471
7.1	A Merchant's Marriage during the 18th Century	476
7.2	The First Episode: How to Ask for Help in Letters	488
7.3	Letting Others Do the Work: Renting a House in Hamburg	498
7.4	The Practice of Writing Particular Letters	504
7.5	The Merchant House in the Katharinenstraße	516
7.6	The Second Episode: Anglomania and the Price of Patience	518
7.7	Buying Furniture and Jewellery by Letters	525

7.8	Tokens of Love	533
7.9	Mercantile Love Letters and Personal Family Letters	541
7.10	The Language Register of Love	544
7.11	The Love Letter and the Principle of Mollification	552
7.12	Mercantile Self-Perception	556
7.13	The Women's Point of View? Indirect Speech	561
7.14	Conclusion: Arriving in a Well-Feathered Nest	568
8	Conclusion	571
	References	593
	Figures	593
	Sources	595
	Bibliography	609