Summer Reading Guide and Assignment

The World That Trade Created
by Kenneth Pomeranz and Steven Topik

The first day you have social studies class at BT, you will take a multiple choice exam over the assigned readings in this book. The following questions will be turned in for a grade before you take the test. If you do not have these questions with you that day, you will not receive credit. These essays will help you better understand the major developments in trade and markets in early history through the modern era. After reading this book you will better understand the concept of globalization.

Questions to guide your reading. These questions have been developed to guide you as you read so that you may better understand the meaning of the text. They will help you do well on the test exam. You will not read all the sections of this book. Only the Chapter introductions and essays that have been assigned below.

Introduction xiii-xvii
Chapter 1 intro-- The Making of Market Conventions pgs. 3-9
1.2 The Chinese Tribute System 11-14
1. The Chinese tribute system made the ownership of what two commodities from China “cool” or a status symbol?
2. These items were coveted by people around the world not because of their actual usefulness, but because they were associated with the Chinese emperor who was considered the ultimate “hip” dude in the world. Give an example of a modern commodity that has achieved high demand due to its association with an individual. Give both the name of the product and the individual who sparked its popularity.
1.3 Funny Money, Real Growth 14-16
3. When and what factors brought about the development of paper money in China?
4. What currency replaced paper money in China for 300 years and where did it come from?
1.5 Treating No News as Good News 18-20
5. Why were Marco Polo’s stories regarded as fiction for over 200 years?
6. Explain how the myth of Prester John demonstrates Eurocentrism?
1.9 How the Other Half Traded 27-30
7. Give examples to prove that Southeast Asia, not Europe, was more progressive to women’s rights in the 16th and 17th centuries.
8. What motivated Dutch men to marry local SE Asian women?

Chapter 2 Intro-- Tactics of Transport. 41-47
2.1 Woods, Winds, and Shipping- Why China Didn’t Rule the Waves 47-49
9. Why did the Ming dynasty bring the government sponsored treasure ship fleets to an end?
10. Why did China lose its edge in shipbuilding technology?
2.2 Better to Be Lucky than Smart 49-51
11. What was the real reason Isabel’s advisors dismissed Columbus as a quack?
12. What was Columbus’ primary occupations before 1492?
2.4 Pioneers of Dusty Rooms: Warehouses, Trans-Atlantic Trade, and Opening of the North American Frontier. 53-55
13. What are two main developments in the shipping industry that dramatically cut costs?

Chapter 3 Intro- The Economic Culture of Drugs 71-75
3.1 Chocolate: From Coin to Commodity 75-77
14. What were the early “non-Chocolate” uses for cacao?

3.4 The Brew of Business: Coffee’s Life Story 89-92
15. How did coffeehouses become known as places where intellectuals of the day would share ideas about politics, science, etc.?

3.6 Sweet Revolutions: How French Colonialism impacts modern Haiti 87-90
16. What are the historical foundations that cause Haiti to be a nation plagued with violence in the modern era?
17. Why is Haiti one of the most impoverished nations on earth today despite being one of the most profitable colonies in the world under the French?

3.7 How Opium Made the World Go “Round” 90-93

3.8 Chewing Is Good, Snorting Isn’t: How Chemistry Turned a Good Thing Bad (Coca) 94-96
19. What are the effects of chewing coca leaves?
20. Why did coca become an addictive powder like cocaine?

Chapter 4 Intro- Transplanting Commodities in World Trade 97-104
4.1 Unnatural Resources 104-107
21. What technology led to the more rapid destruction of the rain forests?
22. What is the impact on ocean life from the destruction of the Atlantic forests?

4.2 Bouncing Around 107-109
23. Why could rubber production not increase fast enough to support demand?
24. What was the solution to this barrier of production?

Chapter 5 Intro- The Economics of Violence 141-149
5.1 The Logic of an Immoral Trade 149-151
25. Why did Europeans not just settle in Africa so they wouldn’t have to import slaves across the Atlantic to the Americas?

5.2 As Rich As Potosi 151-154
26. How did the Spanish solve the labor problem for mining silver at Potosi?
27. What goods were purchased with the silver extracted from Potosi? Where did the majority of these goods come from?

5.3 The Freebooting Founders of England’s Free Seas 154-156
28. Why did England encourage piracy in the Atlantic Ocean?
29. How does piracy serve as a model for business management in the future?

5.7 The Violent Birth of Corporations 163-165
30. How did the lifetime of the British East India Company differ from the lifetime of other companies of the time?
31. How are companies different today in terms of monopolies and the ability to wage war?

5.8 Buccaneers as Corporate Raiders 165-167
32. In what ways did pirate ships demonstrate social and economic equality among its members?
33. Describe the code of conduct for buccaneers.

Chapter 6 Intro- Making Modern Markets 175-180
6.5 How Time Got That Way 189-191
34. Why was it necessary to create 24 standard time zones across the planet?
35. How did Europeans convince third world countries to accept standard time?

6.9 Fresher is Not Better 197-199
36. What are the main technological innovations that allow food grown in far away places to be widely consumed?
37. How did the pure food and drug act of 1906 impact individual Americans’ decision to eat processed (canned) goods?

6.12 Learning to Feel Unclean: A Global Marketing Tale 205-207
38. How have depictions the of third world been used effectively in advertising to appeal to non-elite class consumers?
39. How does the history of soap stand as evidence that media sources have an enormous impact on our daily behavior?

Chapter 7 Intro–World Trade, Industrialization, & De-Industrialization 215-226

7.1 Sweet Industry, The First Factories 226-228
40. In what ways does division of labor in early sugar factories mirror that of factories in the industrial revolution?

7.2 Fiber of Fortune 228-230
41. What factors make cotton a difficult crop to grow?
42. Why was cotton grown in the Americas instead of Europe where the textile mills were located?

7.11 American Oil 248-252
43. What did Mexican and Venezuelan "nationalization" of oil fields mean for American companies such as Standard Oil (Also known as Amoco, now part of BP)?
44. What organization was created by Mexico and Venezuela in addition to many Middle Eastern countries in order to monopolize oil?

7.12 Running on Oil, Building on Sand 252-254
45. How has the wealth and consumerism allowed by Saudi oil conflicted with the Wahabbist religious practices of the Saudi people?