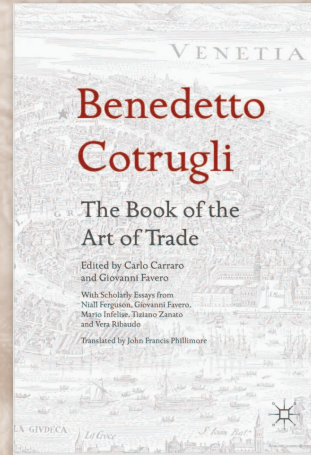




Università  
Ca' Foscari  
Venezia



Presentazione del libro/ Presentation of the book

# **Benedetto Cotrugli** The Book of the Art of Trade

Edited by **Carlo Carraro**  
and **Giovanni Favero**

With Scholarly Essays from  
**Niall Ferguson,**  
**Giovanni Favero,**  
**Mario Infelise,**  
**Tiziano Zanato**  
and **Vera Ribauda**

Si prega di confermare la partecipazione  
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T. 041 234 8358  
eventi@unive.it

**mercoledì 22 febbraio 2017 /  
Wednesday February, 22<sup>nd</sup> 2017**

ore 17.00 / 5.00 p.m.

**Ca' Foscari, Aula Baratto**

Dorsoduro 3246 Venezia

*This is the first English translation of Benedetto Cotrugli's The Book of the Art of Trade, a lively account of the life of a Mediterranean merchant in the Early Renaissance, written in 1458. The book is an impassioned defense of the legitimacy of mercantile practices, and includes the first scholarly mention of double-entry bookkeeping. Its four parts focus respectively on trading techniques, from accounting to insurance, the religion of the merchant, his public life, and family matters.*

*Originally handwritten, the book was printed in 1573 in Venice in an abridged and revised version. This new translation makes reference to the new critical edition, based on an earlier manuscript that has only recently been discovered. With scholarly essays placing Cotrugli's work into historical context and highlighting key themes, this volume is an important contribution to our understanding of the origins of management and trade practices.*

## **Programma / Programme**

### **Saluti / Welcome**

**Michele Bugliesi**

Rettore Università Ca' Foscari Venezia / Rector of Ca' Foscari University of Venice

**Damir Grubisa**

Ambasciatore della Repubblica di Croazia / Ambassador of Republic of Croatia

### **Introduzione / Introduction**

**Carlo Carraro**

Università Ca' Foscari Venezia / Ca' Foscari University of Venice

### **Presentazione del libro / Book presentation**

**Giovanni Favero**

**Mario Infelise**

**Vera Ribaudò**

Università Ca' Foscari Venezia / Ca' Foscari University of Venice

### **Riflessioni / Comments**

**Alan Sangster**

Professore di Scienze contabili Università del Sussex / Professor of Accounting (Business and Management) University of Sussex

**Andrea Munari**

Amministratore Delegato e Direttore Generale di BNL SpA, Responsabile di BNP Paribas per l'Italia - membro del Comitato Esecutivo di BNP Paribas / Chief Executive Officer and General Manager of BNL SpA, Head of BNP Paribas Group in Italy - BNP Paribas Executive Committee Member

**Dražen Kapusta**

Direttore Cotrugli Business School / Principal of Cotrugli Business School

**Fabio Sattin**

Presidente Private Equity Partners / Chairman of Private Equity Partners

Cocktail