Contents

List of Tables and Figures ix

Preface xi

- 1. The Principles of Networking as a Social Process 1
- 2. The Rhetoric and Design of Florentine Letter Writing 35
- 3. The Socially Contested Concept of Honor 59
- 4. What Gets Said When in Patronage Letters 90
- 5. The Dynamics of Office Seeking 121
- 6. Friends of Friends: Raccomandazione as Rhetoric and as Constitutive Principle 150
- 7. Patronage and the Stalled Transformation of the State 170
- 8. "Servants and Slaves in Everything and for Everything": Renaissance Networking and the Emergent Modern Self? 193

Conclusion: Culture and the Network 224

Notes 231

Bibliography 255

Index 279