

Contents

<i>List of Figures</i>	xiii
<i>List of Tables</i>	xxi
1. An Introduction to Roman Retailing	1
Finding Focus: From Shops to Bars to Shops	7
Finding Context: Retailing Landscapes Over Space and Time	13
Finding Detail: Pompeii as a Case-Study	18
Conclusion	24
2. The Archaeology of Roman Retail Outlets: The Structure and Shape of Shops and Bars	29
Identifying <i>Tabernae</i>	30
The Archaeology of <i>Tabernae</i>	36
From Shops to Bars: The Counters	40
The Main Types of Bars	62
Finds and Fantasies: Context and the Pompeii Premise	76
3. Roman Retail Landscapes: Investment, Profit, and Place	85
The Distribution of Retail Outlets at Roman Cities: Typical Patterns, Traditional Readings	86
How to Complicate the Picture: Dots on Maps, Agency, and the Motivations Behind Retail Investment	93
Shops and/in Houses from Humble to Haughty	98
Profit and the Economic Portfolio: The Rationality of Rental and Retail Returns	102
Swinging the Pendulum of Retail Investment: From an Avoidance of Trade, to a Hunger for Profit, to a Plurality of Motivations	109
Conclusion	121
4. The First Retail Revolution: The Rise of Retail in the Second Century BCE	127
The Earlier <i>Tabernae</i>	129
The Urban and Retail Boom of the Second Century BCE	133
Something of a Slow-Down	147

5. The Second Retail Revolution: The Rise of Retail Specialization (from Shops to Bars)	151
The Rise of Retail Specialization: Counters, Bars, and the Replacement of Workshops with Shops	152
The Collapse of the Earthquake Paradigm	167
Why now? Retail Confidence in the Early Empire	173
From Production to Consumption: Roman Retailscapes and the Organization of the City	183
6. The Third Retail Revolution: The Rise of Retail Homogenization	187
Standardization and the Mass-Production of Shops	189
The Shuttered Threshold as Signature of the Roman Shop	200
Building Codes, the <i>Urbs Nova</i> , and the Thirty-Year Gap	207
The Standardized Roman <i>Taberna</i> : Here, There, (But Not) Everywhere	212
The Breakdown of Standardization	219
7. The Role of Retail in the Roman City	227
The Menu	228
The Lifestyle	239
The Index of Urban Life	244
<i>Bibliography</i>	249
<i>Index</i>	289