

Table 1 Clusters of precepts within Jacobs' moral syndromes

COMMERCIAL SYNDROME		GUARDIAN SYNDROME	
Clusters	Precepts	Clusters	Precepts
'Key virtue'	Be honest	'Key virtue'	Be loyal
Other basic cluster	Shun force Come to voluntary agreements	Other basic cluster	Shun trading Exert prowess Adhere to tradition Be obedient and disciplined Respect hierarchy
Operating cluster	Collaborate with strangers and aliens Compete Respect contracts Use initiative and enterprise	Action cluster	Take vengeance Deceive for the sake of the task
Progress cluster	Be open to inventiveness and novelty Be efficient Promote comfort and convenience Dissent for the sake of the task	Lifestyle cluster	Make rich use of leisure Be ostentatious Dispense largesse Be exclusive Show fortitude
Capital cluster	Invest for productive purposes Be industrious Be thrifty	Life cluster	Be fatalistic Treasure honour
Life cluster	Be optimistic		

Table 2 Braudel's local and non-local commercial work in different languages

Language	Mercatura* (the art of trade)	Mercanzia* (mere shopkeeping)
Islam	<i>Tayir</i>	<i>Hawanti</i>
India	<i>Katari</i>	<i>Sogador</i>
France	<i>Négociant</i> <i>Marchand grossier</i> <i>Marchant bourgeois</i>	<i>Marchand</i>
Italy	<i>Negoziante</i>	<i>Mercante a taglio</i>
English	<i>Merchant</i>	<i>Tradesman</i>
German	<i>Kramer</i>	<i>Kaufherr</i> <i>Kaufmann</i>

*These are terms used in Cotrugli's book on commerce published in 1456/8

Source: derived from Braudel (1982), p. 377