Chapter 2
The Expansion of Trade

Introduction:

“Trade creates the wealth necessary for economic development, the creation of employment opportunities and the drop in suffering.”

In the last chapter you explored some of the ways that society, religion, and a changing economy affected worldview. You saw how towns where goods could be exchanged were growing up all over Western Europe. In this chapter, you will explore how trade and business expanded in Renaissance Europe. Notice the three worldview elements in this chapter will be geography, economy and the structure of society. The question we will need to answer is “What impact might increase trade and businesses have on a society’s worldview?”

Marco Polo opened the trade routes from Europe to China in the Middle Ages. The Silk Road existed long before and was very active in Roman times.

Page 38 and 39:

1. Read chapter opener page 39.
   a. What impact did the tales told by Marco Polo have on the people in Venice?
      · It made them more competitive
      · It made them value material goods
      · There curious and interested in their stories
      · They wanted to be just as powerful, wealth and educated as them
      · They were captured and curious about the unknown
2. In what ways do you think the Polo’s’ worldview might have been different from the worldview of most people of the Middle Ages?

**Hint:** *What freedom did the Polo’s’ have that most peasants from the middle ages didn’t have?*

- The Polo’s were interested in travelling and learning about distant places.
- They were not happy to stay within the boundaries of their known world

3. **Figure 2-1:** (page 38)

   a. Why do you think Marco Polo’s writings about his travels became so popular?

   - Europeans had little knowledge of but great interest in the wider world
   - Europeans were curious as they learned about people in other parts of the world
   - Exploration and geographic discoveries went hand-in-hand with the keen interest with scientific discovery that was one major development/characteristic of Renaissance European life.

   b. What does this show about people’s attitudes toward the world beyond Europe?

   - His books became very important! People wanted to learn and they were very interested in the unknown. It was like watching a movie or enjoying a book today! Especially if you couldn’t travel or have access to other parts of the world (We have the internet to help us do that today).
   - They now (from Polo’s discoveries) started to wonder about the things they said as well as want more information about the world beyond their own region.

4. In what ways does the geography of a place influence the economy? How are the two linked?

   - Type of resources available within a country determines how much they export and import. Exports mean money.
   - Access to water routes, air, and ground determines transportation expenses.
   - Physical geography of a city determines trading partners
   - Physical geography determines the type of trade route you use (expense)

5. How could the increase of trade affect the power, growth and development of a city?
Increase of trade brings on increase in wealth

Increase in wealth can boost trade through increase of trading expeditions, or by increasing the value of the goods traded.

Every increase in wealth, ring increase in power (social, military, etc..)

Power attracts investors wealth

Trade = Wealth = More trade = More wealth = More trade = More power = more wealth

The Rise of International Trade

Notes:

- Most of the journey that the Polos traveled was on the “Silk Road”.
- **Silk Road** was a major trade route very few of the people who traveled this route were European. The Silk Road connected cities from the Mediterranean Sea in the west to all the way to the Pacific Ocean in the east.
- The Silk Road not only allowed the trading of goods to occur it was also an opportunity to make contact with other cultures, which led to the sharing of ideas and knowledge.
- Marco Polo had experiences that only a very few people had a chance of having at that time in history.

Page 40 of your textbook:
Trade and travel is one major way in which ideas can get exchanged. These ideas that we come into contact with will impact a person’s worldview.

1. **Think It Through:** Analyze the map to your right or the one in your textbook on page 40.

   Italy’s location has been described as “Europe’s gateway to the East.” Why would someone use this **metaphor** to describe Italy? **Metaphors are comparisons that show either how to things are similar or how two things are different.** So what is a gateway? gate? How would Europe be like a gateway? Or gate?

   - **Italy’s location between Europe and the East is why the first European region to make trade links to the Far East, the Middle East and Africa.**
   - **Italy’s location allowed Italy to establish power and control in trade (means business).**
   - **Gateway metaphor-** suggests movement in and out of a place. Italy’s trade routes give movement (to trade) in and out of Italy.
   - **Gateway to the East-** Italy trade routes allows access to cultures and products to the East. Italy became main trading partners with the East.

   **Note!!!!**

   - Rivers give access to the territory up river where farming goods come from.
   - Rivers provide access to the sea for export and import of goods.
   - Bays offer protected harbors for easy loading and emptying of ships in ports.
   - Easier to transport goods around mountains than going over or through them. People avoided crossing mountains.
By 1097, nearly 10,000 people gathered at Constantinople, ready for the journey to the Holy Land. Groups of Knights set to do battle with the Turks. Christian knights as well as Muslim warriors. They believed that if they would fight this Holy war, they would be guaranteed a place in heaven. In 1187, a bold new Muslim leader recaptured Jerusalem. The united strength of all the Muslims brought an end to the Crusades and the Muslims regained all their land.

Notes:
- Trade between Venice and other Italian cities and the East was done before the Polo’s journeys.
- It happened because of the religious wars between Christians and Muslim forces.
- These religious wars were known as “Crusades”.
- Palestine contained religious sites sacred to Jews, Christians, and Muslims; but it was under the control of the Christians for many hundreds of years.

The Crusades and Trade

Notes:
- One Christian - called the ruler of Constantinople - feared that his country might fall to the Muslims as it was very close to the territory which was captured by the Muslims. (Today Constantinople is found in the country we now call Turkey)
- The ruler called on Pope Urban II - to give him help. Pope Urban II began a war to drive out the Muslims. This was the “First Christian Crusade”.
- In 1095, the Pope called for a war against the Muslims so that Jerusalem could keep its Christian faith.
- The First Crusade was an attempt to re-capture Jerusalem. The area got taken over by the Turks, who were Muslims.
- After the capture of Jerusalem by the Muslims in 1076, any Christian who wanted to pay a pilgrimage to the city faced a very hard time.
- Muslim soldiers made life very difficult for the Christians and trying to get to Jerusalem was filled with danger for a Christian. This greatly angered all Christians.
- The first Crusade created a Christian Kingdom in the Middle East (which lasted a hundred years).
SS8: Worldview

Page 41 and 42 of your textbook:

Read page 41 and 42 of your textbook and stop when you get to “Goods from the East”. What three ideas in this section that shows how the crusades and trade might have impacted worldviews at the time?

With a partner complete each of the questions below...

1. **Label the map below 1-4** to identify the 4 major crusades to the Holy Land. **Use page 41** to help you identify each route. Pick a color to represent each crusade and then record into the legend.

![Diagram of Crusader Routes](image)

**Legend:**

<table>
<thead>
<tr>
<th>Crusade…</th>
<th>Color of Route…</th>
<th>Years it occurred…</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fourth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes: page 42:**

Factors that contributed to the Rise of Trade between Europe and the East at the beginning of the Renaissance.
Worldviews

- The Muslim worldview was one that welcomed the contributions of Muslim scholars (teachers) and scholars (teachers) of other faiths.
- For people living during that time, it was religion that informed them of the world around them especially about how other countries viewed what was happening during the Crusades.

2. What connections can you make between the Crusades and what you read in Chapter 1 about the importance of religion in the worldview of medieval Europe?

Think: To what degree religion important to the following groups of people and is religion important in their lives today?

a. Medieval Christians…faith was extremely important. It was the center of their lives.

b. Medieval Moslems…Faith extremely important, center of their lives

c. Muslims Today….faith is still important and central to peoples lives.

3. What role did religion have on people during the Middle Ages?

It gave them hope, answers and direction. Religion was the only way they could explain the world around them.
4. What **unintentional result** did the **Crusades to the Holy Land** cause?

   *Intentional result for religious wars was to have access of sacred sites. They didn’t expect to make contact with so many new cultures, learn new ideas, and trade for exotic goods. They learned lots from Muslim world*

5. How do you think the **crusades** might have **affected trade between Europe and the East**?

   *Answers will vary….*

6. Muslims, Christians and Jews had managed to share the Holy land for close to 400 years. What aspects (**parts**) of the religious wars (**during the Crusades**) do you still see existing in religious tensions in the Middle East today?

   · Today, fighting and defending holy land extremely important. These religious groups won’t hesitate to fight or defend what they believe.

   · Many still believe by getting involved in holy wars and not giving up on their beliefs will give them a place in heaven.

   **“Goods from the East”**

   **Page 42… Notes:**

   · The members of the Polo family were merchants.

   · **Merchants** made **money** by **purchasing goods in one place** and **then selling them for a higher price** in another place.

   · Goods such as spices, luxury fabrics were ready for market place

   · **Merchants** bought and sold resources that needed to be manufactured into goods; for example raw wool- which would later be made into cloth.

   · Spices were the most valuable trade goods. Spices improved the taste of Europeans’ food.

   · Pepper was so valuable that sellers counted it out one seed at a time. It was worth more than gold.

   · Merchants from Italy and across northern Europe would receive the goods off the ships at major seaports and then sell in other cities and trading centers.

   **“Moving Goods and Resources”**

   **Page 43…Notes:**

   · Today goods that are imported and exported are transported from place to place in many ways.
1. Analyze figure 2-4 and 2-5.
   
a. In figure 2-4, how many different goods can you identify?
   
   **Answers will vary**
   
b. What would be a valuable/sought after trade good in **Canada today**?
   
   **Answers will vary.**
   
c. What **similarities** between **trade routes in Canada and in Europe**? *Think of water routes, coastline and how huge and major bodies of water link people. Look at the world map inside the cover of your textbook to help you answer this.*
   
   · Trade routes were developed along rivers, lakes and coastlines. *Think exploration in Canada.*
   
   · Goods still need to be moved from one place to another just like 400 years ago.
   
   · Bulk of Canada’s trade remains foreign good and raw matters
   
   · Information now moves over wire not dependent on trade routes
   
   · Access to air freight access to trade routes not as important as it was in past

2. **Examine figure 2-10**, called “Canada’s International Trade”, on page 46 of your textbook.
Examine which countries Canada trades with. **Name** those countries on the map below and then label each country according where it stands as an export trading partner with Canada.

a. What **geographic connections** does Canada have with its top export trading partners? In other words, why would Canada choose to trade with those countries?

- Largest trading partner are in N. America…. USA. They share common boarder
- Canada two largest export partners share the Pacific Ocean. Japan and China
- Canada’s 3rd and 5th export partner share Atlantic Ocean.

**Over to You …**
Complete the following questions with a partner.

1. Complete the cause and effect chart, explaining how the three factors contributed to the rise of trade in Europe starting in the 1300s.

<table>
<thead>
<tr>
<th>Causes of the Rise of Trade…</th>
<th>Effects of the rise of trade…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cause #1:</strong> Crusades caused a rise in trade</td>
<td>· Were able to get exotic goods that couldn’t be found in their country. Could sell it for a high price.</td>
</tr>
<tr>
<td><strong>Cause #2:</strong> The middle class growing, making money, being able to buy things.</td>
<td>· Demand on merchants to get goods, made them very wealthy and powerful. Example Medici family, Polo family.</td>
</tr>
<tr>
<td><strong>Cause #3:</strong> Geographical Areas rich in resources, could take advantage of that, sell them and profit.</td>
<td>· It allowed people living in those areas and close by a wide range of goods that they could make themselves. They wouldn’t have to pay so much for them.</td>
</tr>
</tbody>
</table>

2. Why did geography have such an important effect on economic relationships during the Renaissance?
   - Transportation was huge!!! It was slow and costly
   - Geography was important, if you were close and have access to water bodies it would benefit you.

3. Do you think geography is an important factor today in economic relationships?
   What other factors do you think are as important as or more important than geography? Explain.
   - Geography is important today. It determines what products you will export and import. The resources you have affect your economy. Depending on shipping routes and products = success and the expenses you will have.
   - Banking system, laws, court system affect fair business investment with other countries.

4. Determine the location of the five largest cities in Canada. What geographic features do these cities have in common with the major cities in Renaissance Europe?
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· Canada’s largest cities are all around the border.
· 3 major cities have access to large bodies of water: Toronto, Ottawa and Vancouver.
· Calgary started along major rail way, today it the TransCanada Highway. Calgary has a lot of oil as well.

5. What Canadian city would be most similar to Venice in terms of its geographic situation? Use an atlas or the internet to help answer this question.

Use the following quotation to help you come up with an answer “Venice became one of the greatest trading centers of the world during the Renaissance”. Its moderate climate and its location on the coast gave it access to the important trade routes of the time.

Vancouver!!! Why????

The Italian City-States: Page 47 of your text book.

Notes:

- Renaissance Europe did not look the way Europe does today. The borders were very different, certain countries still didn’t exist, and certain names changed. For example, Italy was still not a country.
- During the Renaissance were like kingdoms, empires which were ruled by Kings or Queens (by monarchs).
- Italy was made up of many city-states (DefN: cities and the rural areas around them that form a political and economic region).
- People in what is now Italy were citizens of city-states.
- Italian city-states (and its rural area) were independent of each other, ruled by their own governments, and had their own armies. This rural area is called the “hinterland” (DefN: the region surrounding a city center)

   Hinterland provides the city with enough food, hay to feed animals in the city and wool to manufacture products for export

- The concept of “usury” (DefN: the practice of charging interest when loaning someone money).
- Citizens of the city-states supported strong leaders who could promise peace and stability.
- Wealthy citizens in the Italian city-states valued art and making their cities beautiful.
What Made City-States Economically Successful?

Page 48 and 49… Notes:

- Geographic features contributed greatly to the economic success of a city.
- Dozens of city-states grew up across the northern half of Italy.
- Key factors of their geography, climate, and leadership and how their society is organized explains why certain city-states had so much economic success.

Key Factors that made City-States Successful

1. **Geography:**
   - Of all of Europe, **Italy closest to major port cities of Northern Africa and eastern Mediterranean Sea.**
   - **Easy** to have access to spices and other luxury goods.
   - **Being physically close,** made transporting goods easier and cheaper. Other countries because of the extreme distance cost them a lot more to get the same products.

2. **Climate:**
   - **Italy has a milder climate** than any other European countries north of the Alps (mountain range).
   - **trade / travel would not be stopped or made difficult because of bad winter weather.**
   - **mild season = longer growing season.** They could grow highly valued / important trade products such as olives and grapes.

3. **Leadership:**
   - Most countries were “**monarchies**” ruled by Kings or Queens. Northern Italy was always a collection of city-states = they had their own government, armies and had control of their businesses.
   - **banking center of Europe =** Venice, Milan, Florence, and Genoa were the wealthiest trading cities

4. **Social Organization/Structure:**
Nobles tended to move into town (instead of farming communities).
Nobles like being part of the upper class of an urban society.
They became involved in businesses and politics.

**Competition for Trade…**

- All city-states wanted to expand their trade and businesses. **This strong competition led to a lot of fighting.**  
  Example: Genoa and Venice competed for control of the sea routes in the Mediterranean.
- The Italian city-centers wanted to expand their hinterland territory.
  - This competition led to frequent warfare.

**Venice:**

1. Built on a group of Islands in a protected harbor.  
   It could defend itself from invasion.

2. Venice became a great trading center as a result of dealing with the East.

3. Venetian merchants had thousands of ships traveling throughout the Mediterranean Sea and then eventually along the Atlantic coast to ports in northern Europe.

4. Venice had the **largest ship building** center in the world. **2 – 3 thousand workers** were employed there.

*Read Marino Sanuto’s diary entry on page 49, “Exploring Sources”…*

a. What parts of his diary entry reflect the prosperity (success) of Venice?
   - Words “abundance” “all manner of things” line 3 with phrase “ Plenty to buy”

b. How did trade contribute to the quality of the Venetians?
   - Standard of living in Venice increased. They had access to a variety of goods. They had a great quality of life!!
Genoa:

- **Shared control of the trade in eastern Mediterranean** as well as ports in the Black Sea.
- West of the Mediterranean Sea, **Genoa controlled trade with Spanish ports** of Barcelona and Valencia.
- For hundreds of years **Venice and Genoa were equal and peaceful** with one another; until Venice, in 1380, destroyed a naval fleet that belonged to Genoa.
- Genoa could never regain the power it had before.

Florence:

- In Florence, there was a revolted against unfair treatment by nobles; with a group of citizens called “ciompi” (meaning wool carders). “ciompis” were the poorer of workers.
- Black Death weakened economy, leaving many workers unemployed. Compi did not like the guilds (union) because they would not accept the wool workers to belong to the guild.
- They wanted to form their own guild (union); but they were denied by larger unions and the government (which was controlled and run by wealthy merchants).
- The Ciompi revolted, they briefly took over the government of Florence; but were eventually defeated by more powerful guilds.
- **Florence competed with other city-states in banking.** Italian and European bankers and merchants traveled around Europe on business. This contact allowed Europeans to show off their life style and culture.
- Wealthy Europeans, artists, and scholars who visited Italy were very impressed with the beautiful cities and how classy the Italians were. Italian values and ideas spread across Europe.

Making Money with Money…
Page 52… Notes:

- **Bankers brought wealth to their cities.**
- Florentine bankers had banking houses all over Europe.
- **Florence’s economy became so wealthy they made their own currency.**
- “Usury” was introduced. That is when **interest is charged when loaning money** to someone. The interest was a fee; this fee created wealth for Florence.
- **During the Middle Ages, the Church considered “usury” sinful!!**
- Since International Trade required huge investments of money (money which was usually tied up); the **Church slowly allowed charging interest for loans that were really risky.**
- For example: loans were given for financing trading voyages where there was danger of shipwreck or robbery by pirates.
- Over time Italian bankers came up with new ways to help make trade and business between countries easier.

Politics…

- **Nobles, bankers, the new wealthy merchant families**, and numerous small merchants, shopkeepers, and craftspeople **wanted political power.**
- This struggle for power affected their ability to trade and do business; as a result they began to support strong leaders who could promise them peace and stability.

Economics and Citizenship

- Economy **went down in the years after the Black Death.**
- Still **merchants and bankers continued to grow wealthier through trade** and commerce (businesses).
- This **success and contact with other cities/cultures** caused a growth in the culture and art in Italy. Why?
- **Wealthy citizens spent money on the arts** because after the Black Death, there were few good business opportunities around.
- **Wealthy citizens also loved to invest heavily to making their cities beautiful.**
- This beauty and invested **created loyalty and pride** with all people who lived there.

Multiple Perspectives on Business
The different perspectives among merchants, workers, and government led to a revolt.

The Nuu-Chah-nulth people do not share the same views on banks as Canadians do.

There are different perspectives on how wealthy people should give back to the community.

Worldviews

- The drive to expand trade and business led to more fighting between the city states.
- The Church’s view on “usury” changed during the Renaissance.
- Giving to charity is an important part of some people’s worldview.

Zoom In > “The Medici Family”: (Page 54 of your textbook)
The Medici Family was the most famous and powerful family in Italy. They were an important part of Florence’s cultural and political life for more than 300 years.

<table>
<thead>
<tr>
<th>Facts about the Medici Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who were they?</td>
</tr>
<tr>
<td>Where were they from?</td>
</tr>
<tr>
<td>What were they famous for?</td>
</tr>
<tr>
<td>How were they able to become such a powerful family?</td>
</tr>
<tr>
<td>Why were they so disliked by some? Who disliked them?</td>
</tr>
</tbody>
</table>

1. Analyze the timeline of the Medici Family from 1478 -1576. Why do you think so many Medici met violent deaths, some by their own family members?
2. Which three would view elements explain the success that the Medici family achieved? Explain

<table>
<thead>
<tr>
<th>Worldview Elements</th>
<th>Factors/Examples of the Medici's belief system, values, and behavior that describes their success...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td></td>
</tr>
<tr>
<td>Society</td>
<td></td>
</tr>
</tbody>
</table>

3. In what ways did the economic power of the Medici affect their role as citizens of Florence? Think about what they did, how they obtained their power and how their actions influenced the way they saw them...
A. Concept of City-States

Examine the map on page 48 of your textbook, as well as the two maps below.

1. How does the physical geography of Italy explain where cities developed? (Consider factors such as rivers, mountains and bays)
   - Rivers give access to the territory upriver to farming areas
   - Rivers provided access to the sea – important for export and import
   - Bays offered protection, made it easy for loading and unloading ships in port.

2. “How did increased trade cause certain city-states in Italy to be very successful?” Use the characteristics on page 48 and 49 to answer this question.

B. Read the opening paragraph “Competition for Trade” (page 49 and 50)
1. Which two cities competed for trade and business? **Genoa and Venice**

2. Where was the **City of Venice founded**, and did its geography protect it?
   - **On a group of island**
   - **Harbor protected them from invaders. It was easy to defend!!**

   What was the route that Venetian merchants would take to trade and make business?
   - **Travelled from Mediterranean Sea and eventually along Atlantic Coast to ports in Northern Europe.**

3. What was the Venice Arsenal famous for? **Had largest ship building in Europe**

   How did this successful economic industry help the people?
   - It employed 2-3 thousand workers.

   The social structure of the people living there?
   - People could move up in class, move into cites, become wealthy and live a very comfortable life.

4. What made **Genoa** a powerful state?

   **Its trade relationships, it controlled trade in the east, It had geographical access to water routes, ports as well as farm land in the hinder land territory.**

   What did it control?
   - **A share of the trade in eastern Mediterranean as well as ports in the Black sea and Spanish ports.**

   What caused its collapse? **After fleets of Genoa was destroyed in a naval battle with Venice in 1380—it never regained its power again.**

C. **Voices- Doing Business:** (page 51)
Model A - used the **Guild System** (where a the price, distribution and quality of a product is controlled by a union)

Model B - used a **Capitalist System** (A capitalistic system when the production and distribution of a product is controlled by a private owner. The goal is expand your business and profit as much as possible)

<table>
<thead>
<tr>
<th><strong>Model A “Guild System”</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefits:</strong></td>
<td></td>
</tr>
<tr>
<td>The worker….</td>
<td>Enjoys a steady supply of work. Paid fair for work.</td>
</tr>
<tr>
<td>The master/merchant</td>
<td>Provided steady work. Merchant didn’t have to look for workers. You can get to know workers personally. Paid fair.</td>
</tr>
<tr>
<td>The consumer (person who buys the product)</td>
<td>Most time pay a fair price for goods.</td>
</tr>
<tr>
<td><strong>Harms:</strong></td>
<td></td>
</tr>
<tr>
<td>The worker….</td>
<td>Restricts movement of skilled workers for many years; until they have finished a very long apprenticeship.</td>
</tr>
<tr>
<td>The master/merchant…</td>
<td>Must agree to the rules and terms of the contract set by guild (union)</td>
</tr>
<tr>
<td>The consumer (person who buys the product)</td>
<td>Prices are fixed and set by the union guild. Could not barter.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Model B “Capitalist System”</strong></th>
<th></th>
</tr>
</thead>
</table>
### Benefits:

<table>
<thead>
<tr>
<th>Role</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The worker</td>
<td>Some workers who work extra hard can earn more.</td>
</tr>
<tr>
<td>The master/merchant</td>
<td>Could make lots of money fast!</td>
</tr>
<tr>
<td>The consumer (person who buys the product)</td>
<td>Competition exists. Consumers would be able to find high quality goods for a low price.</td>
</tr>
</tbody>
</table>

### Harms:

<table>
<thead>
<tr>
<th>Role</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The worker</td>
<td>Some workers were oppressed! Took advantage of cheap labor- gave them very low wages, and they had to work very hard.</td>
</tr>
<tr>
<td>The master/merchant</td>
<td>Owner merchants get so caught up with making money that he forgets to enjoy the true meaning of life.</td>
</tr>
<tr>
<td>The consumer (person who buys the product)</td>
<td>Could find over priced goods.</td>
</tr>
<tr>
<td></td>
<td>Could pay high prices for poor quality, especially where there were monopolies.</td>
</tr>
</tbody>
</table>

### Values reflected in Model A…

- Both workers and owner follow same rules.
- Salaries, profits, prices are set according to needs of community.
- It fair in salaries, profits and prices.
- Cooperation between people representing a variety of interests.
- Workers paid fair, consumers pay fair prices owners make a profit for their risk of opening businesses.

### Values reflected in Model B…

- They value people going out there meeting people, making sales.
- They’ll find every way to increase profits.
- Money means status--- Hard work = more money = personal power.
- Consumers have to pay high prices.

**Exploring the Big Ideas…**

Beginning in the later Middle Ages, trade expanded among the countries of Europe. The city-states of Italy flourished because they were located near the Mediterranean Sea and connected to the trading...
SS8: Worldview

routes of Asia. The exchange of goods would eventually lead to an exchange of values, attitudes and knowledge.

Use the chart below to explain the different ways that increased trade and business affected the worldview in Renaissance Europe:

| How did each of these factors affect the Renaissance worldview? | Affects/results….
| --- | --- |
| Increased trade and contact with the East… | • People became aware that other people did not follow Christian faith.  
• They expected their wealth to increase  
• High expectations that wealth should bring access to lots of foreign goods. |
| Increased trade with Europe… | • Trade with Europe could bring great wealth to Italian States. |
| Competition among the Italian city-states for power… | • Trade and power are worth going to war for!! |
| Changing business practices and a focus on wealth… | • Workers and consumers were exploited so that owners could increase their profit. Consumers paid a high amount for basic necessities. |

Note:  
The factors that you are analyzing may only affect a few of the elements.