



HUMBOLDT-UNIVERSITÄT ZU BERLIN
GROSSBRITANNIEN-ZENTRUM
Centre for British Studies



Frank Trentmann

University of London

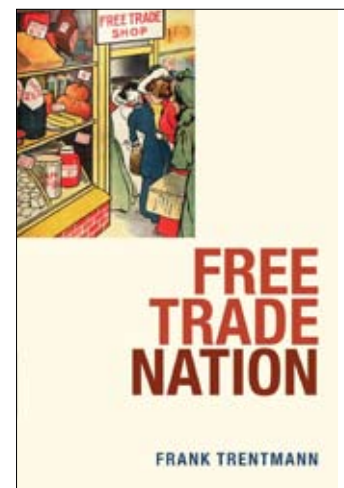
Free Trade Nation
Commerce, Consumption, and Civil Society
in Modern Britain

Free Trade was one of Britain's defining contributions to the modern world. Far from the cold economic doctrine of today, in an earlier battle over globalization Free Trade was a passionately held ideal, central to public life and national identity. The talk will follow its dramatic revival in popular entertainment and advertising, in seaside resorts, shows, and high streets before the First World War and its subsequent unravelling.

Monday, 9 June 2008, 18.15

**Großbritannien-Zentrum /
Centre for British Studies
Mohrenstraße 60, Berlin-Mitte,**

Room 105



Frank Trentmann is Professor of History at Birkbeck College, University of London, and Fernand Braudel Senior Fellow at the European University Institute, Florence. His recent book *Free Trade Nation* is published by Oxford University Press, February 2008.

**The lecture will be held in English.
All are welcome. Admission free.**

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