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XIV-XV

EVOLUTION OF ITALIAN TRADE HOUSES IN XIV-XV C. LIKE MORPHOGENESIS OF COMMERCIAL SOCIETIES

The origin of banking Italian houses is to be traced to Italy in medieval times during the XIV century. The Italian merchant bankers (Bardi, Peruzzi, Medici) introduced into Central and North Europe (France, Low Countries, England) not only the bill of exchange but also all the institutions and techniques connected with an organized money market. Medici banking consisted initially of merchants who assisted in financing the transactions of other merchants in addition to their own trade. Medici invested their accumulated profits in all kinds of promising activities all over Europe. The family added banking business to his merchant activities and became a merchant banker.

The present article thus shows by emphasizing economic geography the investment behavior of Medici in XV century, demonstrating their innovation into the corporation culture.

Keywords: money, monetary market, banking, investment, trading.

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(«perche la ragione di Londra era ragione da parte») [18, . 35].

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