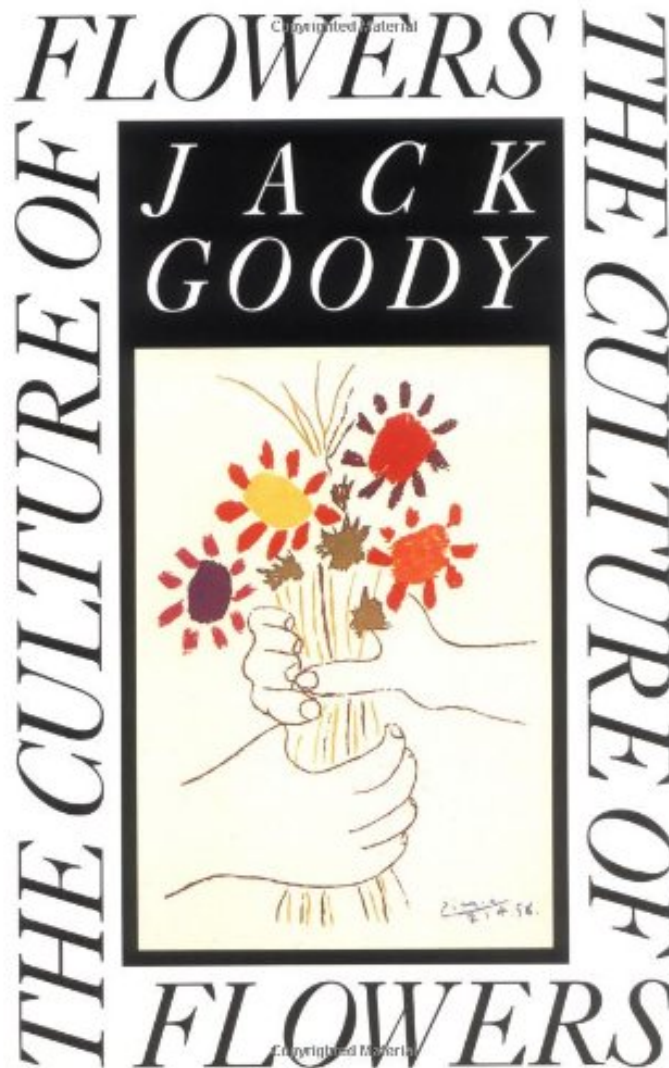


The Culture of Flowers

Jack Goody

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Jack Goody : The Culture of Flowers before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Culture of Flowers:

2 of 3 people found the following review helpful. Historical, medicinal and cultural story of flowers By Nancilee Wydra Amazing information including all forms of a flower's uses, beliefs and adventures in history. Did you know that cultures that don't have flowers are less evolved than ones that have a tradition of growing flowers. I guess that makes Holland one of the most advanced humanistic cultures in the world

Jack Goody's new book takes as its theme the symbolic and transactional uses of flowers in secular life and religious ritual from ancient Egypt to modern times. He links the use of flowers to the rise of advanced systems of agriculture, the growth of social stratification, and the spread of luxury goods, looking at the history of aesthetic horticulture in Europe and Asia. Other themes which emerge are the role of written texts in building up a culture of flowers; the importance of trade and communications in disseminating and transforming attitudes to flowers; the rejection on puritanical grounds of flowers and their artistic representation, and the multiplicity of meanings which flowers possess. Written from a broad temporal and geographical perspective, this original and wide-ranging book will appeal not only to anthropologists and social historians but also to anyone interested in flowers and their symbolic function across the centuries.

From Library Journal "Culture" in this context refers not to cultivation but to cultural anthropology. The title is unfortunate, as readers are apt to think that this book is about flower growing. A less ambiguous title might have been *The Ethnography of Flowers*, although the treatment is historical as well as observational. In short, Goody, Emeritus Professor of Social Anthropology at Cambridge and the author of numerous works on anthropology, has written a book about the practical and symbolic uses of flowers in different cultures, past and present. A special feature is the role of flowers in the Far East, particularly China. Recommended for academic libraries and larger public libraries.- Richard Shotwell, Berkshire Botanical Garden, Stockbridge, Mass. Copyright 1993 Reed Business Information, Inc. '... his book is full of interest for anyone who wonders why people love flowers.' *The Independent on Sunday* 'A bouquet of a book, this compendium of floral anthropology blossoms with detail ... a sequence of brilliantly informed essays ...'. *The Observer* 'With ambitious comprehensiveness, this new study charts the social and symbolic significance of flowers down the ages ... a pioneering work: intelligently argued, encyclopaedic in its learning, and handsomely produced.' *The Sunday Telegraph* 'In this beautifully produced volume, Jack Goody ... provides a majestic tour de monde of the culture of flowers ... This encyclopedic compendium is in addition to being erudite, readable and interdisciplinary in focus, a must for all those interested in flowers from any perspective.' *Choice* '... a richly stimulating account of a wonderful subject.' *The Financial Times*