Dictionary of Plant Lore

Description: Knowledge of plant names can give insight into largely forgotten beliefs. For example, the common red poppy is known as "Blind Man" due to an old superstitious belief that if the poppy were put to the eyes it would cause blindness. Many plant names derived from superstition, folklore, or primal beliefs. Other names are purely descriptive and can serve to explain the meaning of the botanical name. For example, Beauty-Berry is the name given to the American shrub that belongs to the genus Callicarpa. Callicarpa is Greek for beautiful fruit. Still other names come from literary sources providing rich detail of the transmission of words through the ages.

Conceived as part of the author's wider interest in plant and tree lore and ethnobotanical studies, this fully revised edition of Elsevier's Dictionary of Plant Names and Their Origins contains over 30,000 vernacular and literary English names of plants. Wild and cultivated plants alike are identified by the botanical name. Further detail provides a brief account of the meaning of the name and detailed commentary on common usage.

Includes color images
Inclusive of all Latin terms with vernacular derivatives
The most comprehensive guide for plant scientists, linguists, botanists, and historians

Contents: 30,000 plant names listed in alphabetical order and cross referenced


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Dictionary of Plant Lore
Web Address: http://www.researchandmarkets.com/reports/1759618/
Office Code: SCH31RSN

Product Format
Please select the product format and quantity you require:

**Quantity**

| Hard Copy (Hard Back) | USD 59 + USD 29 Shipping/Handling |

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp