



Miriam Magdalena Schneider

# The 'Sailor Prince' in the Age of Empire

Creating a Monarchical Brand in Nineteenth-Century Europe

Series: Palgrave Studies in Modern Monarchy

- Explores the remarkable revival of monarchy in nineteenth-century Europe by assessing of the public persona of the 'Sailor Prince'
- Examines four European royal figures: Prince Alfred of Britain, Prince Heinrich of Prussia, Prince Valdemar of Denmark and Prince Georgios of Greece
- Argues that the four princes played a vital role in the advertising of a monarchical brand in the fiercely contested political mass market

1st ed. 2017, XII, 309 p. 13 illus., 7 illus. in color.

## Printed book

Hardcover

89,99 € | £79.99 | \$109.99

<sup>[1]</sup>96,29 € (D) | 98,99 € (A) | CHF

106,50

Softcover

89,99 € | £79.99 | \$109.99

<sup>[1]</sup>96,29 € (D) | 98,99 € (A) | CHF

106,50

## eBook

74,96 € | £63.99 | \$84.99

<sup>[2]</sup>74,96 € (D) | 74,96 € (A) | CHF

85,00

Available from your library or  
springer.com/shop

## MyCopy <sup>[3]</sup>

Printed eBook for just

€ | \$ 24.99

springer.com/mycopy

This book explores the puzzling phenomenon of the remarkable revival of monarchy in nineteenth-century Europe through a new prism: the public persona of the 'Sailor Prince'. It highlights how four usually overlooked dynastic figures – the younger sons and brothers of monarchs such as Queen Victoria or Emperor William II – decisively helped to advertise their respective dynasties in the fiercely contested political and popular mass market, by aligning them with one of the most myth-invested cultural presences and power-political symbols of the Age of Empire: the navy. The 'Sailor Prince' in the Age of Empire traces the unusual professional careers, the adventurous empire travels and the multifaceted public representations of Prince Alfred of Britain (1844-1900), Prince Heinrich of Prussia (1862-1929), Prince Valdemar of Denmark (1858-1939) and Prince Georgios of Greece (1869-1957). Through the prism of these four personality brands, the study also investigates issues such as the role of the maritime sphere in national identity, the nature and extent of nineteenth-century monarchical modernization, the relevance of intra- and inter-imperial royal diplomacy in the Age of High Imperialism, and the curious collaboration of middle-class opinion-makers and entrepreneurs with Europe's monarchical establishment.

Order online at [springer.com](http://springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com). / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com).

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

