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History of the historiography of algebra

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What is "geometric algebra", and what has it been in historiography?

Abstract - This title is adapted from that of Hans Freudenthal's contribution to a famous debate dealing not least with the interpretation of ancient Greek geometry through the concept of "geometric algebra". Freudenthal argued that through this concept it was possible to point to an underlying unity of algebra, in spite of historical transformations. The present contribution, looking at the main creators and users of the notion of a "geometric algebra" since the 1880s, that their explanations of what they intend by the term and their use of it changes so fundamentally from one of them to the other that it is difficult to argue for even an underlying unity, and that the use of shared words means little more than, exactly, shared words.