

Business Enterprise In American History

The second edition of this guide to basic reference sources in the social sciences contains 2200 entries. In addition to revising and substantially enlarging the chapters on reference sources, the author has added a chapter on geography and one on business that is distinct from economics. Since the publication of the first edition, there have been two obvious developments in information storage and retrieval: the rapid development of online databases and the development of CD-ROM. Instead of devoting a separate chapter to these developments, the book incorporates online databases, CD-ROM and other forms of data sources into the text. In addition, there is a brief introduction to these developments. Although the general deadline for inclusion in the volume was December 1988, quite a few titles published in 1989 are included.

An incisive look at the intellectual and cultural history of free enterprise and its influence on American politics Throughout the twentieth century, "free enterprise" has been a contested keyword in American politics, and the cornerstone of a conservative philosophy that seeks to limit government involvement into economic matters. Lawrence B. Glickman shows how the idea first gained traction in American discourse and was championed by opponents of the New Deal. Those politicians, believing free enterprise to be a fundamental American value, held it up as an antidote to a liberalism that they maintained would lead toward totalitarian statism. Tracing the use of the concept of free enterprise, Glickman shows how it has both constrained and transformed political dialogue. He presents a fascinating look into the complex history, and marketing, of an idea that forms the linchpin of the contemporary opposition to government regulation, taxation, and programs such as Medicare.

"In the American imagination, free enterprise is the ordinarily conservative, cynical domain of big money touches dreamy, long-shot enterprise. In practice, it has become the distinguishing big-business engine of our time...[A] first-rate history." —New Yorker "An excellent and original economic history of venture capital." —Tyler Cowen, Marginal Revolution "It is an article of faith that ready access to venture capital makes an economy more dynamic. Nicholas frames the case historically..." —Wall Street Journal "A detailed, fact-filled account of America's most celebrated moneyman." —New Republic VC tells the riveting story of how the venture capital industry arose from America's longstanding identification with entrepreneurship and risk-taking. Whether the venture is a whaling voyage setting sail from New Bedford (as in VC's infancy) or the latest Silicon Valley startup, VC is a state of mind as much as a way of doing business, exemplified by an appetite for seeking extreme financial rewards, a tolerance for failure and experimentation, and a faith in the promise of innovation to generate new wealth. Tom Nicholas's authoritative history takes us on a roller coaster of entrepreneurial successes and setbacks. It describes how iconic firms like Kleiner Perkins and Sequoia invested in Genentech and Apple as it tells the larger story of VC's birth and evolution, revealing along the way why it is such a quintessentially American institution—one that has proven difficult to recreate elsewhere.

Smith explains how France abandoned merchant capitalism for the corporate enterprise that would come to dominate its economy and project influence around the globe. Opposing the view that French economic and business development was crippled by missed opportunities and entrepreneurial failures, he presents a story of considerable achievement.

A Study in Industrial Organisation

Handbook of American Business History: Manufacturing

Major Problems in American Business History
(that You Probably Learned in School)
American Business History: a Very Short Introduction
American Business Enterprise, a Study in Industrial Organisation: A Report to the Electors of the Gartside Scholarships on the Results of a Tour in the United States in 1906-7
Investigates the changing strategy and structure of the large industrial enterprise in the United States
Most people know what it is like to experience extreme high or low spirits. For some individuals, however, violent mood swings can seriously disrupt their lives, either because they happen too frequently or because they are accompanied by other symptoms of depression or mania. Overcoming Mood Swings is a self-help manual for those who have experienced intense mood swings. It offers tried and tested techniques to help readers to identify and then manage their mood swings more effectively. It also provides background information on depression and mania. The volume includes an introduction to the origins and nature of sudden changes of emotion. It contains a complete self-help program, using clinically proven cognitive therapy methods, as well as work sheets to help readers to track their progress.
This collection of cutting-edge research reviews the evolution of the American corporation, the domination trends in the way it has been studied, and at the same time introduces some new perspectives on the historical trajectory of the business organization as a social institution.

"In the late nineteenth and early twentieth centuries, BFGoodrich made rubber goods ranging from fire hoses to automobile tires and, in so doing, became one of the largest and most important rubber manufacturers in the world. The history of the BFGoodrich Company has been a complex blend of transformations and traditions, as this study of the company's history from the firm's founding in 1870 through its 125th anniversary in 1995 reveals. Mansel G. Blackford and K. Austin Kerr, two leading business historians, place the BFGoodrich story in the full context of the industries and the economic environments in which the firm operated." "In what is more than an internal study, Blackford and Kerr examine BFGoodrich's strategies for growth in light of technological developments, changes in labor relations, and modifications in government-business relations that constantly reshaped how the firm and its competitors conducted business. Granted full access to corporate records and given full cooperation in interviews, with no restrictions placed on their writing, the authors provide an almost unprecedented look at how a major American institution evolved over more than a century."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

Masters of Enterprise

The Business Assault on Labor and Liberalism, 1945-60

Free Enterprise

1600 to the Present

The Coming of Age of American Business

American Commercial Enterprise and Extractive Industries

A History of Business Enterprise in Modern China

What does it mean to be an American? What are American ideas and values? American Enterprise, the companion book to a major exhibition at the Smithsonian ' s National Museum of American History, aims to answer these questions about the American experience through an exploration of its economic and commercial history. It argues that by looking at the intersection of capitalism and democracy, we can see where we as a nation have come from and where we might be going in the future. Richly illustrated with images of objects from the museum ' s collections, American Enterprise includes a 1794 dollar coin, Alexander Graham Bell ' s 1876 telephone, a brass cash register from Marshall Fields, Sam Walton ' s cap, and many other goods and services that have shaped American culture. Historical and contemporary advertisements are also featured, emphasizing the evolution of the relationship between producers and consumers over time. Interspersed in the historical narrative are essays from today ' s industry leaders—including Sheila Bair, Adam Davidson, Bill Ford, Sally Greenberg, Fisk Johnson, Hank Paulson, Richard Trumka, and Pat Woertz—that pose provocative questions about the state of contemporary American business and society. American Enterprise is a multi-faceted survey of the nation ' s business heritage and corresponding social effects that is fundamental to an understanding of the lives of the American people, the history of the United States, and the nation ' s role in global affairs.

Lewis Issues a Forceful Warning to Industry, 1936 5. GM Managers Work Behind Closed Doors on a Collective Bargaining Policy, 1936 6. Magazine of Wall Street Assesses Corporate Performance for Investors, 1929-1938 7. St. Louis Banker Heads the Defense Plant Corporation, 1940-1944 8. Life Celebrates Henry J. Kaiser and the U.S. Wartime Shipbuilding Program, 1942 9. Mill and Factory Explains How the Aircraft Industry Recruits Women, 1942 ESSAYS Michael A. Bernstein, Why the Great Depression Was Great Howell John Harris, GM, Chrysler, and Unionization Joel Davidson, World War II and the Birth of the Military-Industrial Complex 12. Postwar Challenges and Opportunities: The Culture of Affluence and the Cold War, 1945-1980 DOCUMENTS 1. National Association of Manufacturers Outlines a Plan for Postwar Prosperity, 1944 2. Real Estate Developers Lure Business to the Suburbs, 1948 3.A Concerned Consumer Asks a Big Businessman about the Price of a Nylon Shirt, 1950 4.U.S. News and World Report Explains What the Baby Boom Means to the Economy, 1957 5. Fortune Credits Federal Policies for the Explosion of Motels, 1959 6. Senator Hubert H. Humphrey Compares R & D Expenditures at Home and Abroad, 1962 7. Vietnam War Raises Business Hackles, 1971 ESSAYS Elizabeth Cohen, From Town Center to Shopping Center: The Reconfiguration of Marketplaces in Postwar America Bruce J. Schulman, Fortress Dixie: Defense Spending and the Rise of the Sunbelt 13. Business and the Public Interest: Corporate Responsibility for Environment, Health, and Safety, 1945-2005 DOCUMENTS 1.A Prominent Zoologist Speaks about the Threat of the Modern Economy, 1949 2. Weyerhaeuser Explains the Forest Industry's Practices, 1949 3. Ralph Nader Blames Detroit Carmakers for Automotive Accidents, 1965 4. Alcoa CEO Explains the Public Responsibility of Private Enterprise, 1967 5. Economist Milton Friedman Urges Business to Focus on Profits, 1970 6. Sun Oil Executives Outlines the Nation's Energy Dilemmas, 1973 7. A Lawmaker Explains the Necessity for Superfund, 1981 8. CIGNA Doctor Critiques Tobacco Advertising, 1987 9. Hawaiians Debate Airport Expansion on Maui, 1996 ESSAYS David B. Sicilia, The Corporation Under Siege Mansel G. Blackford, The Controversy over the Kahului Airport 14. The Great Transition from Manufacturing to Services, 1945-2005 DOCUMENTS 1. Economist Victor R. Fuchs Highlights the Growth of Services, 1965 2. Investment Bankers Association Predicts a Computer Boom, 1963 3. Bill Veeck Assesses Baseball's Marketing, 1963 4. Ray Kroc Explains How He Built the McDonald's Empire, 1968 5. Journalists Probe Transportation Workers' Lives in the Wake of Deregulation, 1992 6. Sam Walton, Ten Rules That Worked for Me, 1992 7. A Congressman Explores Wal-Mart's Labor Practices in the United States and Asia, 2004 ESSAYS Thomas S. Dicke, We Deliver: Domino's Pizza and the Franchising Method Richard H.K. Vietor, American Airlines Competes after Deregulation Simon Head, Inside Wal-Mart 15. American Business in the World, 1945-2005 DOCUMENTS 1. Fortune Urges Business to Export Capitalism and Democracy, 1947 2. High Labor Costs and Foreign Competition Confound Steelmakers, 1968 3. National Industrial Conference Board Assesses the General Agreement on Tariffs and Trade (GATT), 1969 4. Pharmaceutical Giant Bristol-Myers Encounters Cultural Differences in Japan and the USSR in the 1970s 5. Time Documents the Agricultural Surplus, 1986 6. Journalist Thomas L. Friedman Describes McDonald's Global Expansion, 1996 7. Washington Think Tank Calculates NAFTA's Impact on Jobs, 2001 (table and maps) 8. USDA Reports NAFTA's Benefits to Agricultural Exports, 2001 ESSAYS Geoffrey Jones, Multinationals and Globalization Martin N. Baily and Diana Farrell, Exploding the Myths about Offshoring.

Traces the economic, cultural, and historical roots of America's modern business enterprise in the years between the Civil War and World War I.

A broadly based history of business enterprise in America traces the economic attitudes and realities that have shaped American business, from the colonization of the New World through the founding and development of modern business empires

The Economic Transformation of America + Major Problems in American Business History, Documents and Essays + Business Enterprise in American History, 3rd

A Social History of American Business

The Visible Hand

Tradition and Transformation, 1870-1995

Inside the Business Enterprise

An American History

American Business Enterprise

This groundbreaking account of the development of American business from the colonial period to the present explains that the history of the United States can best be understood not as a search for freedom—but as a search for wealth and prosperity. The Land of Enterprise charts the development of American business from the colonial period to the present. It explores the nation's evolving economic, social, and political landscape by examining how different types of enterprisi ones—and at what costs—and how Americans of all stripes responded to the tumultuous world of business. In particular, historian Benjamin Waterhouse highlights the changes in business practices, the development of different industries and sectors, and the complex relationship between business and national politics. From executives and bankers to farmers and sailors, from union leaders to politicians to slaves, business history is American history, and Waterhouse pays tribute to decided what products to consume (sometimes informed, often not). Their story includes those who fought against what they saw as an oppressive system of exploitation as well as those who defended free markets from any outside intervention. The Land of Enterprise is not only a comprehensive look into our past achievements, but offers clues as to how to confront the challenges of today's world: globalization, income inequality, and technological change.

Tells the stories of individuals who created great wealth by seizing opportunities that no one else saw

Americans love "this year's model," relying on the "new" to be always "improved." Enthusiasm for the new, says Stanley Buder, is essential to American business, where innovation and change stoke the engines of economic energy. To really understand the his

The post-World War II years in the United States were marked by the business community's efforts to discredit New Deal liberalism and undermine the power and legitimacy of organized labor. In Selling Free Enterprise, Elizabeth Fones-Wolf describes how conservative business leaders strove to reorient workers away from their loyalties to organized labor and government, teaching that prosperity could be achieved through reliance on individual initiative, increased productivity, and labor sources, this detailed account shows how business permeated every aspect of American life, including factories, schools, churches, and community institutions.

Business Enterprise in Its Social Setting

A Business History of the United States

How It Worked

VC

Absentee Ownership and Business Enterprise in Recent Times

The Emergence of Modern Business Enterprise in France, 1800-1930

Strategy and Structure

This study brings together under the heading of business history an account of the development of leading American financial, commercial, agricultural, transportation, and manufacturing enterprises during the period from the settlement of the colonies to the beginning of the twentieth century. Originally published 1971. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

Challenges four dozen popular misconceptions about the United States' past, debunking beliefs about such topics as the separation of church and state, Lincoln's agenda behind the Emancipation Proclamation, and Truman's reasons for bombing Hiroshima. 25,000 first printing.

Overall, this first volume in the series should render business research in manufacturing a good deal easier by bringing together insightful industry histories and detailed critical bibliographies. This series has much to recommend it. Future volumes will be eagerly awaited. Reference Books Bulletin This historical and bibliographical reference work is the first volume of Greenwood Press's Handbook of American Business History, a series intended to supplement current bibliographic materials pertaining to business history. Devoted to manufacturing, this work uses the Enterprise Standard Industrial Classification (ESIC) to divide the subject into distinct segments, from which contributors have developed histories and bibliographies of the different types of manufacturing. Though authors were given sets of guidelines to follow, they were also allowed the flexibility to work in a format that best suited the material. Each contribution in this volume contains three important elements: a concise history of the manufacturing sector, a bibliographic essay, and a bibliography. Some contributions appear in three distinct parts, while others are combined into one or two segments; all build on currently available material for students and scholars doing research on business and industry. The contributors, who include business, economic, and social historians, as well as engineers and lawyers, have covered such topics as bakery products, industrial chemicals and synthetics, engines and turbines, and household appliances. Also included are an introductory essay that covers general works and a bibliography index. This handy volume should be a useful tool for courses in business and industry, and a valuable resource for college, university, and public libraries.

Business in Black and White provides a panoramic discussion of various initiatives that American presidents have supported to promote black business development in the United States. Many assume that U.S. government interest in promoting black entrepreneurship began with Richard Nixon's establishment of the Office of Minority Business Enterprise (OMBE) in 1969. Drawn from a variety of sources, Robert E. Weems, Jr.'s comprehensive work extends the chronology back to the Coolidge Administration with a compelling discussion of the Commerce Department's "Division of Negro Affairs." Weems deftly illustrates how every administration since Coolidge has addressed the subject of black business development, from campaign promises to initiatives to downright roadblocks. Although the government's influence on black business dwindled during the Eisenhower Administration, Weems points out that the subject was reinvigorated during the Kennedy and Johnson Administrations and, in fact, during the early-to-mid 1960s, when "civil rights" included the right to own and operate commercial enterprises. After Nixon's resignation, support for black business development remained intact, though it met resistance and continues to do so even today. As a historical text with contemporary significance, Business in Black and White is an original contribution to the realms of African American history, the American presidency, and American business history.

American Business Since 1920

Capitalizing on Change

China and Capitalism

American Enterprise

Constructing Corporate America

Business Enterprise in the American Revolutionary Era

Business Enterprise in America History

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The Age of Enterprise is a new interpretation of the history of the United States based upon the existing monographic material in American history, economics, and related social subjects. It is not a book of original research, though the authors themselves have published a few of the articles from which material has been drawn. America has been settled mainly by enterprising immigrants seeking economic opportunities and economic freedom. The most dramatic story in our history is the story of business enterprise itself, the story of its institutions and their impact upon American society. It is time to try to chart the course of our history from a business point of view - Introduction.

"Timeline and examples from well-known companies help students gain a better understanding of the important connections among public policy and businesses, as well as a comparative understanding of business history over time and in recent decades.

The advent of color, big musicals, the studio system, and the beginning of institutionalized censorship made the thirties the defining decade for Hollywood. The year 1939, celebrated as "Hollywood's greatest year," saw the release of such memorable films as Gone with the Wind, The Wizard of Oz, and Stagecoach. It was a time when the studios exercised nearly absolute control over their product as well as over such stars as Bette Davis, Clark Gable, and Humphrey Bogart. In this fifth volume of the award-winning series History of the American Cinema, Tino Balio examines every aspect of the filmmaking and film exhibition system as it matured during the Depression era.

A Business History of India

BFGoodrich

Historical Perspectives on the Use of Information

American Presidents and Black Entrepreneurs in the Twentieth Century

American Presidents & Black Entrepreneurs in the Twentieth Century

The Land of Enterprise

Enterprise and the Emergence of Capitalism from 1700

How do business enterprises control their subunits? In what ways do existing paths of communication within a firm affect its ability to absorb new technology and techniques? How do American banks affect how companies operate? Do theoretical constructs correspond to actual behavior? Because business enterprises are complex institutions, these questions can prove difficult to address. All too often, firms are treated as the atoms of economics, the irreducible unit of analysis. This accessible volume, suitable for course use, looks more closely at the American firm—into its internal workings and its genesis in the Gilded Age. Focusing on the crucial role of imperfect and asymmetric information in the operation of enterprises, Inside the Business Enterprise forges an innovative link between modern economic theory and recent business history.

The role of large-scale business enterprise—big business and its managers—during the formative years of modern capitalism (from the 1850s until the 1920s) is delineated in this pathmarking book. Alfred Chandler, Jr., the distinguished business historian, sets forth the reasons for the dominance of big business in American transportation, communications, and the central sectors of production and distribution.

In this integration of law and economic ideas, Herbert Hovenkamp charts the evolution of the legal framework that regulated American business enterprise from the time of Andrew Jackson through the first New Deal. He reveals the interdependent relationship between economic theory and law that existed in these decades of headlong growth and examines how this relationship shaped both the modern business corporation and substantive due process. Classical economic theory—the cluster of ideas about free markets—became the guiding model for the structure and function of both private and public law. Hovenkamp explores the relationship between classical economic ideas to law in six broad areas related to enterprise in the nineteenth and early twentieth centuries. He traces the development of the early business corporation and maps the rise of regulated industry from the first chartered utilities to the railroads. He argues that free market political economy provided the intellectual background for constitutional theory and helped define the limits of state and federal regulation of business behavior. The book also illustrates the unique American perspective on political economy reflected in the famous doctrine of substantive due process. Finally, Hovenkamp demonstrates the influence of economic theory on labor law and gives us a reexamination of the antitrust movement, the most explicit intersection of law and economics before the New Deal. Legal, economic, and intellectual historians and political scientists will welcome these trenchant insights on an influential period in American constitutional and corporate history.

Revised edition of American business since 1920, c2009.

History, Politics, Culture

A History of Business in America

Enterprise and American Law, 1836-1937

The Case of America

The Managerial Revolution in American Business

The Birth of Big Business in the United States, 1860-1914

The Emergence of Giant Enterprise, 1860-1914

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Business Enterprise in American HistoryHoughton Mifflin College Division

The fundamental and explosive changes in the U.S. economy and its business system from 1860 to 1920 continue to fascinate and engage historians, economists, and sociologists. While many disagreements persist about the motivations of the actors, most scholars roughly agree on the central shifts in technologies and markets that called forth big business. Recent scholarship, however, has revealed important new insights into the changing cultural values and sensibilities of Americans who lived during the time, on women in business, on the ties between the emerging corporations and other American institutions, on the nature of competition among giant firms, and on the dawn of modern advertising and consumerism. This vast accumulation of notable new work on the social concept and consequences of economic change in that era has prompted Glenn Porter to recast numerous portions of *The Rise of Big Business*, one of Harlan Davidson's most successful titles ever, in this, the third edition. Those familiar with this classic text will appreciate the expanded coverage of topics beyond the fray of regulation and the political dimensions of the emergence of concentrated enterprise, namely the influence of the rise of big business on social history. An entirely new bank of photographs and illustrations rounds out the latest edition of our enduringly popular title, one perfect for supplementary reading in a variety of courses including the U.S. history survey, and specialized courses in social history and the Gilded Age.

There are so many books on so many aspects of the history of the United States, offering such a wide variety of interpretations, that students, teachers, scholars, and librarians often need help and advice on how to find what they want. The Reader's Guide to American History is designed to meet that need by adopting a new and constructive approach to the appreciation of this rich historiography. Each of the 600 entries on topics in political, social and economic history describes and evaluates some 6 to 12 books on the topic, providing guidance to the reader on everything from broad surveys and interpretive works to specialized monographs. The entries are devoted to events and individuals, as well as broader themes, and are written by a team of well over 200 contributors, all scholars of American history.

1860 - 1920

Reader's Guide to American History

The Age of Enterprise

Commercial, Extractive, and Industrial Enterprise

A Social History of Industrial America

Giants of American Business from John Jacob Astor and J.P. Morgan to Bill Gates and Oprah Winfrey

Selling Free Enterprise

Studying firms and entrepreneurs over three centuries, this book unravels the historical roots of the impressive business growth witnessed in contemporary India.

By the early twentieth century, it became common to describe the United States as a "business civilization." President Coolidge in 1925 said, "The chief business of the American people is business." More recently, historian Sven Beckert characterized Henry Ford's massive manufactory as the embodiment of America: "While Athens had its Parthenon and Rome its Colosseum, the United States had its River Rouge Factory in Detroit..." How did business come to assume such power and cultural centrality in America? This volume explores the variety of business enterprise in the United States and analyzes its presence in the country's economy, its evolution over time, and its meaning in society. It introduces readers to formative business leaders (including Elbert Gary, Harlow Curtice, and Mary Kay Ash), leading firms (Mellon Bank, National Cash Register, Xerox), and fiction about business people (The Octopus, Babbitt, The Man in the Grey Flannel Suit). It also discusses Alfred Chandler, Joseph Schumpeter, Mira Wilkins, and others who made significant contributions to understanding of America's business history. This VSI pursues its three central themes - the evolution, scale, and culture of American business - in a chronological framework stretching from the American Revolution to today. The first theme is evolution: How has U.S. business evolved over time? How have American companies competed with one another and with foreign firms? Why have ideas about strategy and management changed? Why did business people in the mid-twentieth century celebrate an "organizational" culture promising long-term employment in the same company, while a few decades later entrepreneurship was prized? Second is scale: Why did business assume such enormous scale in the United States? Was the rise of gigantic corporations due to the industriousness of its population, or natural resources, or government policies? And third, culture: What are the characteristics of a "business civilization"? How have opinions on the meaning of business changed? In the late nineteenth century, Andrew Carnegie believed that America's numerous enterprises represented an exuberant "triumph of democracy." After World War II, however, sociologist William H. Whyte saw business culture as stultifying, and historian Richard Hofstadter wrote, "Once great men created fortunes; today a great system creates fortunate men." How did changes in the nature of business affect popular views? Walter A. Friedman provides the long view of these important developments.

Written by one of the most distinguished experts on China's economic and business history, China and Capitalism provides a highly original and at the same time clear and readable approach to understanding the development of business in China from 1500 to the 1990s. David Faure then uses the picture he has assembled to shed new light on the strengths and weaknesses of Chinese business today. The book is written to be accessible to people with little background in China or Chinese business practice. Dr Faure describes three phases in the development of Chinese business from the sixteenth to the twentieth century. In the traditional phase, from the sixteenth to the eighteenth century, Chinese business relied on contracts as well as on tight property. In the modernizing phase, from the second half of the nineteenth century to the first half of the twentieth century, Chinese business had to adapt to the introduction of company law and legal standards of accounting. In the contemporary phase, from the middle of the twentieth century to the present day, China emerged from a control economy to a vibrant market by embracing once again the changes introduced in the modernizing phase. General readers, including students and teachers in courses touching on but not primarily devoted to the Chinese experience, will find in this book the most comprehensive account of China's business development in the last five centuries and many insights into the workings of China's modern business scene. Specialist readers will find

a highly original approach to the history of business in China.

Analyzes the African American business experience from the 1600s to the present through three main types of entries: biographies, topics in black business history, and black participation in selected industries. Includes a chronology of Black business history from 1619-1999.

Three Centuries of Enterprise, 1600-1900

Chapters in the History of the American Industrial Enterprise

Business in Black and White

The Rise of Big Business

America's Business

Encyclopedia of African American Business History

Grand Design