Contents

List of Figures x
List of Tables xi
Notes on the Contributors xii

1. Introduction
Geoffrey Jones and Jonathan Zeitlin 1

PART I APPROACHES AND DEBATES

2. Business History and History
Patrick Fridenson 9

3. Economic Theory and Business History
Naomi R. Lamoreaux, Daniel M. G. Raff, and Peter Temin 37

4. Business History and Economic Development
William Lazonick 67

5. Business History and Management Studies
Matthias Kipping and Behlül Üsikten 96

6. The Historical Alternatives Approach
Jonathan Zeitlin 120

7. Globalization
Geoffrey Jones 141

PART II FORMS OF BUSINESS ORGANIZATION

8. Big Business
Youssef Cassis 171
PART III FUNCTIONS OF ENTERPRISE

14. Banking and Finance
   Michel Lescure
   319

15. Technology and Innovation
   Margaret B. W. Graham
   347

16. Design and Engineering
   Wolfgang König
   374

17. Marketing and Distribution
   Robert Fitzgerald
   396

18. The Management of Labor and Human Resources
   Howard Gospel
   420

19. Accounting, Information, and Communication Systems
   Trevor Boyns
   447

20. Corporate Governance
    Gary Herrigel
    470

PART IV ENTERPRISE AND SOCIETY

21. Entrepreneurship
    Geoffrey Jones and R. Daniel Wadhwa
    501

22. Business and the State
    Robert Millward
    529

23. Skill Formation and Training
    Kathleen Theelen
    558

24. Business Education
    Rolf Petter Amdam
    581

25. Business Culture
    Kenneth Lipartito
    603

Index
    609