CONTENTS

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

1. Introduction 1
   Geoffrey Jones and Jonathan Zeitlin

PART I APPROACHES AND DEBATES

2. Business History and History 9
   Patrick Fridenson

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

4. Business History and Economic Development 67
   William Lazonick

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

6. The Historical Alternatives Approach 120
   Jonathan Zeitlin

7. Globalization 141
   Geoffrey Jones

PART II FORMS OF BUSINESS ORGANIZATION

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

14. Banking and Finance
   MICHEL LESCURE

15. Technology and Innovation
   MARGARET B. W. GRAHAM

16. Design and Engineering
   WOLFGANG KÖNIG

17. Marketing and Distribution
   ROBERT FITZGERALD

18. The Management of Labor and Human Resources
   HOWARD GOSPEL

19. Accounting, Information, and Communication Systems
   TREVOR BOYNS

20. Corporate Governance
   GARY HERRIGEL

PART IV ENTERPRISE AND SOCIETY

21. Entrepreneurship
   GEOFFREY JONES AND R. DANIEL WADHWANI
22. Business and the State
   ROBERT MILLWARD
   529
23. Skill Formation and Training
   KATHLEEN THELEN
   558
24. Business Education
   ROLV PETTER AMDAM
   581
25. Business Culture
   KENNETH LIPARTITO
   603

Index
   629