

ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

Published by Oxford University Press for the Business History Conference

Volume 2, Number 4

December 2001

EDITOR'S INTRODUCTION	631
William J. Hausman	
PRESIDENTIAL ADDRESS	
Reframing the Past: Thoughts about Business Leadership and Decision Making under Uncertainty	632
Naomi R. Lamoreaux	
DISSERTATION SUMMARIES	
Managing Security: The Business of American Social Policy, 1910–1960	660
Jennifer Klein	
Making Silicon Valley: Engineering Culture, Innovation, and Industrial Growth, 1930–1970	666
Christophe Lécuyer	
The World's Newest Profession: Management Consulting in the Twentieth Century	673
Christopher D. McKenna	
Mobilizing for War, Engineering the Peace: The State, the Shop Floor, and the Engineer in Japan, 1935–1960	680
Andrew Robertson	
ARTICLE	
Mavericks and Mavens of Business History: Miriam Beard and Henrietta Larson	687
Mary A. Yeager	
ABSTRACTS OF 2001 CONFERENCE PAPERS	769
REVIEWS	
John Block Friedman and Kristen Mossler Figg, eds. <i>Trade, Travel, and Exploration in the Middle Ages: An Encyclopedia</i>	809
Reviewed by Pamela O. Long	
JoAnne Yates and John Van Maanen, eds. <i>Information Technology and Organizational Transformation: History, Rhetoric, and Practice</i>	811
Reviewed by David Morton	

CONTENTS

- Oscar Ugarteche. *The False Dilemma—Globalization: Opportunity or Threat* 813
 Reviewed by Gail D. Triner
- Linsu Kim and Richard R. Nelson, eds. *Technology, Learning and Innovation: Experiences of Newly Industrialising Economies*;
 John A. Mathews and Dong-Sung Cho. *Tiger Technology: The Creation of a Semiconductor Industry in East Asia* 816
 Reviewed by Richard Coopey
- David G. McKendrick, Richard F. Doner, and Stephan Haggard. *From Silicon Valley to Singapore: Location and Competitive Advantage in the Hard Disk Drive Industry* 819
 Reviewed by Robert G. Ferguson
- Richard Lachmann. *Capitalists in Spite of Themselves: Elite Conflict and Economic Transitions in Early Modern Europe* 821
 Reviewed by Anne E. C. McCants
- Alfred C. Mierzejewski. *The Most Valuable Asset of the Reich: A History of the German National Railway, Volume 2: 1933–1945* 823
 Reviewed by Geoffrey Channon
- Raymond G. Stokes. *Constructing Socialism: Technology and Change in East Germany, 1945–1990* 825
 Reviewed by Martina Hessler
- Allan M. Williams and Vladimir Baláž. *Tourism in Transition: Economic Change in Central Europe* 827
 Reviewed by John Perkins
- Mats Larsson. *Bonniers—en mediefamilj: Förlag, konglomerat och mediekoncern, 1953–1990* 830
 Reviewed by Anna Christina Ulfspärre
- Nancy Koehn. *Brand New: How Entrepreneurs Earned Consumers' Trust From Wedgwood to Dell* 832
 Reviewed by Tom Dicke
- Edward J. Balleisen. *Navigating Failure: Bankruptcy and Commercial Society in Antebellum America* 834
 Reviewed by Sean Adams
- Sven Beckert. *The Monied Metropolis: New York City and the Consolidation of the American Bourgeoisie, 1850–1896* 836
 Reviewed by Tom Mertes
- Howell John Harris. *Bloodless Victories: The Rise and Fall of the Open Shop in the Philadelphia Metal Trades, 1890–1940* 839
 Reviewed by Peter Wardley
- Nancy E. Owen. *Rookwood and the Industry of Art: Women, Culture, and Commerce, 1880–1913* 842
 Reviewed by Regina Lee Blaszczyk

CONTENTS

Robert F. Freeland. <i>The Struggle for Control of the Modern Corporation: Organizational Change at General Motors, 1924–1970</i>	844
Reviewed by David Kirsch	
Richard F. Hirsh. <i>Power Loss: The Origins of Deregulation and Restructuring in the American Electric Utility System</i>	847
Reviewed by John L. Neufeld	
David Brian Robertson. <i>Capital, Labor, & State: The Battle for American Labor Markets from the Civil War to the New Deal</i>	850
Reviewed by Andrew W. Cohen	
William Millikan. <i>A Union Against Unions: The Minneapolis Citizens Alliance and Its Fight Against Organized Labor, 1903–1947</i>	852
Reviewed by Howard R. Stanger	
Sharon Beder. <i>Selling the Work Ethic: From Puritan Pulpit to Corporate PR</i>	855
Reviewed by Pamela Laird	

Cover design by Adam Albright