ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

Published by Oxford University Press for the Business History Conference
Volume 5, Number 3
September 2004

EDITOR'S INTRODUCTION Kenneth Lipartito	353
SYMPOSIUM: FRAMING BUSINESS HISTORY Chandler in a Larger Frame: Markets, Transaction Costs, and Organizational Form in History Richard N. Langlois	355
Against Whig History Naomi R. Lamoreaux, Daniel M. G. Raff, and Peter Temin	376
Neither Modularity nor Relational Contracting: Inter-Firm Collaboration in the New Economy Charles F. Sabel and Jonathan Zeitlin	388
ARTICLES The End of Managerial Ideology: From Corporate Social Responsibility to Corporate Social Indifference Ernie Englander and Allen Kaufman	404
The German Octopus: The British Metal Corporation and the Next War, 1914–1939 Simon Ball	451
Corporate Governance and the Eclectic Paradigm: The Investment Motives of Philips in Taiwan in the 1960s Frans-Paul van der Putten	490
REVIEWS	
Carmen Erro, ed. <i>Historia Empresarial: Pasado,</i> <i>Presente y Retos de Futuro</i> Reviewed by José L. García-Ruiz	527
Karl Gerth. <i>China Made: Consumer Culture</i> and the Creation of the Nation Reviewed by David Pollard	529
Barbara Harriss-White. <i>India Working: Essays</i> on Society and Economy Reviewed by Prakash Kumar	531
Jochen Streb. Staatliche Technologiepolitik und branchenübergreifender Wissenstransfer: Über die Ursachen der internationalen Innovationserfolge der deutschen Kunststoffindustrie im 20. Jahrhundert Reviewed by Thomas Wieland	533

CONTENTS

Mario König. Interhandel: Die schweizerische Holding der IG Farben und ihre Metamorphosen – eine Affäre um Eigentum und Interessen (1910–1999) Reviewed by Harm G. Schröter	535
Lawrence A. Peskin. Manufacturing Revolution: The Intellectual Origins of Early American Industry Reviewed by John Coombs	537
Angela Lakwete. <i>Inventing the Cotton Gin: Machine</i> and Myth in Antebellum America Reviewed by John S. Nader	539
Philip Gura. <i>C. F. Martin and His Guitars, 1796–1873</i> Reviewed by Harvey Cohen	541
Richard Saunders, Jr. <i>Main Lines: Rebirth of the North American Railroads, 1970–2002</i> Reviewed by Colin Divall	543
Robert E. Mohowski. <i>The New York, Susquehanna</i> & Western Railroad Reviewed by Albert Churella	545
John Alberti. <i>The Working Life</i> Reviewed by Julie Kimmel	548
Guy Stuart. <i>Discriminating Risk: The U.S. Mortgage</i> Lending Industry in the Twentieth Century Reviewed by Dalit Baranoff	550
Mark Tebeau. Eating Smoke: Fire in Urban America, 1800–1950 Reviewed by Scott Gabriel Knowles	551
Joel A. Tarr, ed. <i>Devastation and Renewal: An Environmental History of Pittsburgh and Its Region</i> Reviewed by Terence Kehoe	554
James Hoopes. False Prophets: The Gurus Who Created Modern Management and Why Their Ideas Are Bad for Business Today Reviewed by Brad Jackson	556

Cover design by Adam Albright