

# ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

*Published by Oxford University Press for the Business History Conference*

Volume 7, Number 3

September 2006

## EDITOR'S INTRODUCTION

Kenneth Lipartito 421

## PRESIDENTIAL SYMPOSIUM

How Business Enterprises Use Technology:  
Extending the Demand-Side Turn 422

Joanne Yates

Comment: Exploring the Context of Use 456

Margaret B. W. Graham

Comment: Extending the Demand-Side Turn Productively 462

Naomi R. Lamoreaux

Comment: Relevance and Representativeness 469

David Kirsch

Comment: Mediating Innovation: Reflections on the  
Complex Relationships of User and Supplier 477

Steven W. Usselman

## ARTICLES

Better Living: Toward a Cultural History of a Business Slogan 485

Andrew M. Shanken

The World Is Watching: Polaroid and South Africa 520

Eric J. Morgan

The Transformation of an Old Industrial District:  
Firms, Family, and Mutuality in the Zaanstreek  
between 1840 and 1920 550

Karel Davids

## REVIEW ESSAYS

Company, State, and Region: Three Approaches to Railroad History  
Don L. Hofsommer. *The Tootin' Louie: A History of the  
Minneapolis & St. Louis Railway*; Don L. Hofsommer.  
*Steel Trails of Hawkeyeland: Iowa's Railroad Experience*;  
and Don L. Hofsommer. *Minneapolis and the Age  
of Railways* 581

Albert Churella

Shop Talk: Liberalism, Consumerism, and the American Revolution  
T. H. Breen. *The Marketplace of Revolution: How Consumer  
Politics Shaped American Independence* 592

Richard R. John

## CONTENTS

### REVIEWS

- Ina Baghdiantz McCabe, Gelina Harlaftis and Ioanna Pepelasis Minoglou, eds. *Diaspora Entrepreneurial Networks: Four Centuries of History* 596  
Reviewed by Gabriel Tortella
- James Aho. *Confession and Bookkeeping: The Religious, Moral and Rhetorical Roots of Accounting* 598  
Reviewed by Steven Toms
- Om Prakash. *Bullion for Goods: European and Indian Merchants in the Indian Ocean Trade, 1500–1800* 600  
Reviewed by Nagendra Rao
- Alison Fleig Frank. *Oil Empire: Visions of Prosperity in Austrian Galicia* 602  
Reviewed by Karen J. Freeze
- Thomas C. Owen. *Dilemmas of Russian Capitalism: Fedor Chizhov and Corporate Enterprise in the Railroad Age* 604  
Reviewed by Michael D. Gordin
- Julia Adams. *The Familial State: Ruling Families and Merchant Capitalism in Early Modern Europe* 606  
Reviewed by Paloma Fernández Pérez
- François Caron, ed. *Les grandes Compagnies de chemin de fer en France, 1823–1937* 608  
Reviewed by Augustus J. Veenendaal, Jr.
- Jeffrey R. Fear. *Organizing Control: August Thyssen and the Construction of German Corporate Management* 611  
Reviewed by Wilfried Feldenkirchen
- Werner Abelshauser. *The Dynamics of German Industry: Germany's Path toward the New Economy and the American Challenge* 612  
Reviewed by Edmund N. Todd
- Henry Ashby Turner, Jr. *General Motors and the Nazis: The Struggle for Control of Opel, Europe's Biggest Carmaker* 614  
Reviewed by Mark Spoerer
- Tuija Mikkonen. *Corporate Architecture in Finland in the 1940s and 1950s: Factory Building as Architecture, Investment and Image* 616  
Reviewed by Lars Engwall
- Gordon Boyce. *Over Half a Million Careful Owners: A 75-year history of PSIS, 1928–2003* 618  
Reviewed by Evan Roberts
- Mario Tiberi. *The Accounts of the British Empire: Capital Flows from 1799 to 1914* 620  
Reviewed by Robin Pearson

CONTENTS

Geoffrey Jones. <i>Renewing Unilever: Transformation and Tradition</i>	622
Reviewed by Mansel G. Blackford	
Alfred D. Chandler, Jr. <i>Shaping the Industrial Century: The Remarkable Story of the Evolution of the Modern Chemical and Pharmaceutical Industries</i>	624
Reviewed by Arjan van Rooij	
Roger Horowitz. <i>Putting Meat on the American Table: Taste, Technology, Transformation</i>	626
Reviewed by Gabriella M. Petrick	
Carl A. Zimring. <i>Cash for Your Trash: Scrap Recycling in America</i>	628
Reviewed by Betsy Mendelsohn	
Clifford J. Doerksen. <i>American Babel: Rogue Radio Broadcasters of the Jazz Age</i>	631
Reviewed by Alexander T. Russo	
JoAnne Yates. <i>Structuring the Information Age: Life Insurance and Technology in the Twentieth Century</i>	633
Reviewed by Thomas Mertes	
Richard E. Caves. <i>Switching Channels: Organization and Change in TV Broadcasting</i>	635
Reviewed by David Morton	
Thomas Dublin and Walter Licht. <i>The Face of Decline: The Pennsylvania Anthracite Region in the Twentieth Century</i>	637
Reviewed by Michael R. Adamson	
William R. Childs. <i>The Texas Railroad Commission: Understanding Regulation in America to the Mid-Twentieth Century</i>	639
Reviewed by Eric John Abrahamson	
Sterling D. Sessions and Gene A. Sessions. <i>A History of Utah International: From Construction to Mining</i>	641
Reviewed by Eric J. Morser	
Victoria E. Dye. <i>All Aboard for Santa Fe: Railway Promotion of the Southwest, 1890s to 1930s</i>	643
Reviewed by Lynne Pierson Doti	
Philip Lawrence and David Thornton. <i>Deep Stall: The Turbulent Story of Boeing Commercial Airlines</i>	645
Reviewed by Roger D. Launius	
Leslie Berlin. <i>The Man behind the Microchip: Robert Noyce and the Invention of Silicon Valley</i>	647
Reviewed by Christophe Lécuyer	

---

Cover design by Adam Albright