

American Business Abroad Ford On Six Continents

In this sweeping cultural history, James Flink provides a fascinating account of the creation of the world's first automobile culture. He offers both a critical survey of the development of automotive technology and the automotive industry and an analysis of the social effects of "automobility" on workers and consumers.

Mira Wilkins, the foremost authority on foreign investment in the United States, continues her magisterial history in a work covering the critical years 1914-1945. Wilkins includes all long-term inward foreign investments, both portfolio (by individuals and institutions) and direct (by multinationals), across such enterprises as chemicals and pharmaceuticals, textiles, insurance, banks and mortgage providers, other service sector companies, and mining and oil industries. She traces the complex course of inward investments, presents the experiences of the investors, and examines the political and economic conditions, particularly the range of public policies, that affected foreign investments. She also offers valuable discussions on the intricate cross-investments of inward and outward involvements and the legal precedents that had long-term consequences on foreign investment. At the start of World War I, the United States was a debtor nation. By the end of World War II, it was a creditor nation with the strongest economy in the world. Integrating economic, business, technological, legal, and diplomatic history, this comprehensive study is essential to understanding the internationalization of the American economy, as well as broader global trends.

An automotive history title that fills a gap in common understanding of the early automobile industry in the Windsor-Detroit international region.

American Business Abroad Ford on Six Continents Cambridge University Press Presents an alphabetically-arranged reference to the history of business and industry in the United States. Includes selected primary source documents.

Written in nontechnical terms, *Big Business and the Wealth of Nations* explains how the dynamics of big business have influenced national and international economies in the twentieth century. A path-breaking study, it provides the first systematic treatment of big business in advanced, emerging, and centrally planned economies from the late nineteenth century, when big businesses first appeared in American and West European manufacturing, to the present. These essays, written by internationally known historians and economists, help one to understand the essential role and functions of big businesses, past and present. First published: Detroit: Wayne State University Press, 1964.

Overall, this first volume in the series should render business research in manufacturing a good deal easier by bringing together insightful industry histories and detailed critical bibliographies. This series has much to recommend it. Future volumes will be eagerly awaited. Reference Books Bulletin This historical and bibliographical reference work is the first volume of Greenwood Press's Handbook of American Business History, a series intended to supplement current

bibliographic materials pertaining to business history. Devoted to manufacturing, this work uses the Enterprise Standard Industrial Classification (ESIC) to divide the subject into distinct segments, from which contributors have developed histories and bibliographies of the different types of manufacturing. Though authors were given sets of guidelines to follow, they were also allowed the flexibility to work in a format that best suited the material. Each contribution in this volume contains three important elements: a concise history of the manufacturing sector, a bibliographic essay, and a bibliography. Some contributions appear in three distinct parts, while others are combined into one or two segments; all build on currently available material for students and scholars doing research on business and industry. The contributors, who include business, economic, and social historians, as well as engineers and lawyers, have covered such topics as bakery products, industrial chemicals and synthetics, engines and turbines, and household appliances. Also included are an introductory essay that covers general works and a comprehensive index. This book should be a useful tool for courses in business and industry, and a valuable resource for college, university, and public libraries.

This book deals with the activities of the Anglo-Dutch multinational during the war. Given the various threats faced by Unilever during the Nazi period, Ben Wubs argues that it was not self evident that the company would survive the war. Based on research into company sources which were hitherto unavailable, he shows the effect of the war on Unilever as well as the changing conditions in the European food, oil and fats and soap industries. Wubs makes an analysis of the company's strategy, structure and performance in this period. Simultaneously, it explores the external conditions, which helped the company to survive the war. The author argues that Unilever survived World War II because the group had prepared itself legally well in advance. As a consequence, the company could easily be split in two autonomous parts. Unilever's highly decentralized operating structure helped the company to survive the ambitious of the Nazi State. The deteriorating war conditions for Nazi Germany eventually worked to the advantage of the company. Besides, Unilever's innovative attitude helped the company to adapt to completely new conditions of resource allocation.

This work represents an important advance in the study of the interrelationships between business and U.S. foreign policy. Focusing on a single aspect of this broad field—the growth of industrial exports—William H. Becker demonstrates the complexity of business interests and behavior, of the bureaucratic and political forces at work in Congress and the Departments of Commerce and State, and of the interplay between business and governmental practices and concerns. In so doing, he provides the first full analysis of the industrial, political, and bureaucratic context in which the U.S. became a major exporter of industrial products.

Features articles on the contributions made by Henry Ford to American management, including coverage of his life and the history of the Ford Motor

Company.

From the colonial era to 1914, America was a debtor nation in international accounts--owing more to foreigners than foreigners owed to us. By 1914 it was the world's largest debtor nation. Mira Wilkins provides the first complete history of foreign investment in the United States during that period. The book shows why the United States was attractive to foreign investors and traces the changing role of foreign capital in the nation's development, covering both portfolio and direct investment. The immense new wave of foreign investment in the United States today, and our return to the status of a debtor nation--once again the world's largest debtor nation--makes this strong exposition far more than just historically interesting. Wilkins reviews foreign portfolio investments in government securities (federal, state, and local) and in corporate stocks and bonds, as well as foreign direct investments in land and real estate, manufacturing plants, and even such service-sector activities as accounting, insurance, banking, and mortgage lending. She finds that between 1776 and 1875, public-sector securities (principally federal and state securities) drew in the most long-term foreign investment, whereas from 1875 to 1914 the private sector was the main attraction. The construction of the American railroad system called on vast portfolio investments from abroad; there was also sizable direct investment in mining, cattle ranching, the oil industry, the chemical industry, flour production, and breweries, as well as the production of rayon, thread, and even submarines. In addition, there were foreign stakes in making automobile and electrical and nonelectrical machinery. America became the leading industrial country of the world at the very time when it was a debtor nation in world accounts.

Important new study of wartime industrial collaboration focussing on Ford Motor Company's French affiliate during the Second World War.

This volume explores commercial relations between the United States and China from the eighteenth century until 1949, fleshing out with facts the romantic and shadowy image of "the China trade." These nine chapters by specialists in the field have developed from papers they presented at a conference supported by the national Committee on American-East Asian Relations. The work begins with an Introduction by John K. Fairbank, then moves on to analysis of the old China trade up to the American Civil War, centering on traditional Chinese exports of tea and silk. A second section deals with American imports into China--cotton textiles and textile-related goods, cigarettes, kerosene. Finally, the impact of the trade on both countries is assessed and the operations of American-owned and multinational companies in China are examined. For both the United States and China, the economic importance of the trade proves to have been less than the legend might suggest.

Includes rewritten papers from a session on free-standing companies held at the 11th International Economic History Congress, in Milan, Italy, Sept. 1994.

There are so many books on so many aspects of the history of the United States,

offering such a wide variety of interpretations, that students, teachers, scholars, and librarians often need help and advice on how to find what they want. The Reader's Guide to American History is designed to meet that need by adopting a new and constructive approach to the appreciation of this rich historiography. Each of the 600 entries on topics in political, social and economic history describes and evaluates some 6 to 12 books on the topic, providing guidance to the reader on everything from broad surveys and interpretive works to specialized monographs. The entries are devoted to events and individuals, as well as broader themes, and are written by a team of well over 200 contributors, all scholars of American history.

The West German "economic miracle," Simon Reich suggests, may be best understood as a result of the discriminatory economic policies of the Nazi regime. Reich contends that ideological and institutional characteristics originating under fascism were sustained despite Germany's return to democracy and heavily influenced the economic success of its automobile industry. By contrast, the liberal economic policies of the British state led in time to the decline of an industrial sector that in 1930 had closely resembled its German counterpart. Through detailed comparative histories of German and British automobile firms, Reich challenges traditional explanations of the divergent performances of the two nations' economies and sheds new light on the relationship between state policy and economic success in pre- and postwar Europe. Liberal, nondiscriminatory British policies favorable to multinational investment contributed significantly to the decline of domestic firms, he argues, so that eventually multinationals could threaten the health of the entire British economy by investing elsewhere. The Nazi state, however, thwarted the development of American subsidiaries and fostered a core of producers, government officials, bankers, and labor union leaders.

The five country studies, five industry studies and two more general papers are well integrated to make this one of the best books we have on industrial policy and the different patterns of government-business relations developing in Western Europe. "This pioneering study of United States direct investment in Japan will interest academic specialists, business managers, and government policymakers in America, Japan, and elsewhere. Drawing on rich historical materials from both sides of the Pacific, including corporate records and government documents never before made public, Mason examines the development of both Japanese policy towards foreign investment and the strategic responses of American corporations. This history is related in part through original case studies of Coca-Cola, Dow Chemical, Ford, General Motors, International Business Machines, Motorola, Otis Elevator, Texas Instruments, Western Electric, and Victor Talking Machine. The book seeks to explain why a little foreign direct investment has entered modern Japan. In contrast to the widely held view that emphasizes an alleged lack of effort on the part of foreign corporations, this study finds that Japanese restrictions merit greater attention. Many analysts of the modern Japanese political economy identify the Japanese government as the key actor in initiating such restrictions. Mason finds that the influence of Japanese business has often proved more potent than these analysts suggest. This book offers fresh insights into both the operation of the modern Japanese political economy and of its relations

with the world economy."

The processes of the Americanisation of Europe and the moves of American firms abroad have been already well studied. But the very expansion of American firms in Europe still lacked a comprehensive survey. This book gathered two dozens of academics on an actual European level, which paves the way to comparisons, synthesised by leading business historian M. Wilkins. The breakthroughs achieved here concern the topics of timetable and rhythms of American FDIs in Europe, the patterns followed in each country, along with the specificities of each industry or service sector, and the strategy adopted by big firms. Beyond the facts, the immaterial aspects of this business history are scrutinised, especially about the perception of American firms by Europeans: firms' corporate image and identity were at stake. The Europeanisation of American firms is a key issue, about industrial relations, management. commercial policies. brand image, connections and embeddedness. The positions of public authorities and of (industrialists and trade unions') lobbies in front of such an American offensive are also gauged. Graphs and tables of figures provide numerous data. And a few chapters are accompanied by an overview of ads published by American affiliates in newsmagazines. to fuel analysis of their perception by consumers.

After a generation of pathbreaking scholarship that has reoriented and enlightened our perception of the American city, the two volumes of the Encyclopedia of American Urban History offer both a summary and an interpretation of the field. With contributions from leading academics in their fields, this authoritative resource offers an interdisciplinary approach by covering topics from economics, geography, anthropology, politics, and sociology.

This book analyses the multinational enterprise using the example of the world motor industry. It begins by examining the multinational enterprise in general, considering its nature, the economic theory of its behaviour and its effects on the nation state. It goes on to explore the growth and development of the multinational motor industry, and then surveys the state of the motor industry, and the role of multinationals in it, in various types of economy, using case studies from the UK, USA, Canada, Australia, Brazil and India.

The book that helped earn Thomas P. Hughes his reputation as one of the foremost historians of technology of our age and a finalist for the Pulitzer Prize in 1990, *American Genesis* tells the sweeping story of America's technological revolution. Unlike other histories of technology, which focus on particular inventions like the light bulb or the automobile, *American Genesis* makes these inventions characters in a broad chronicle, both shaped by and shaping a culture. By weaving scientific and technological advancement into other cultural trends, Hughes demonstrates here the myriad ways in which the two are inexorably linked, and in a new preface, he recounts his earlier missteps in predicting the future of technology and follows its move into the information age.

Readable, wide-ranging history of multinational enterprise, exploring its role in international events and influence on globalization and the modern world.

The field of business history has changed and grown dramatically over the last few years. There is less interest in the traditional 'company-centred' approach and more concern about the wider business context. With the growth of multinational corporations in the 1980s, international and inter-firm comparisons have

gained in importance. In addition, there has been a move towards improving links with mainstream economic, financial and social history through techniques and outlook. The International Bibliography of Business History brings all of the strands together and provides the user with a comprehensive guide to the literature in the field. The Bibliography is a unique volume which covers the depth and breadth of research in business history. This exhaustive volume has been compiled by a team of subject specialists from around the world under the editorship of three prestigious business historians.

Autos and Progress reinterprets twentieth-century Brazilian history through automobiles, using them as a window for understanding the nation's struggle for modernity in the face of its massive geographical size, weak central government, and dependence on agricultural exports. Among the topics Wolfe touches upon are the first sports cars and elite consumerism; intellectuals' embrace of cars as the key for transformation and unification of Brazil; Henry Ford's building of a company town in the Brazilian jungle; the creation of a transportation infrastructure; democratization and consumer culture; auto workers and their creation of a national political party; and the economic and environmental impact of autos on Brazil. This focus on Brazilians' fascination with automobiles and their reliance on auto production and consumption as keys to their economic and social transformation, explains how Brazil--which enshrined its belief in science and technology in its national slogan of Order and Progress--has differentiated itself from other Latin American nations. *Autos and Progress* engages key issues in Brazil around the meaning and role of race in society and also addresses several classic debates in Brazilian studies about the nature of Brazil's great size and diversity and how they shaped state-making.

A leading international business theorist and writer for more than 30 years Peter Buckley focuses in this volume on the development and modelling of the multinational enterprise (MNE) and its role in knowledge creation and dissemination as well as cultural distance in international business, particularly with respect to Asian business. The first part of the book provides a theoretical background to the evolution of the MNE that has taken place over the last half century seen through the internalization lens. The second section of the book re-examines several facets of important issues surrounding the role of the MNE as creator, developer and disseminator of knowledge and the centrality of 'intangible assets' as the key source of profitability. A must read for all academics and students of the MNE.

Culture is now seen as fundamental in understanding economic performance in businesses and nations. This pioneering interdisciplinary collection brings together economists, sociologists and business historians to explore the issues involved. The business history focus provides an ideal way to relate the conceptual questions to empirical investigation. The book will therefore interest readers in the social sciences and management studies.

'This work is recommended for corporate libraries whose companies are involved

in international business, and for academic libraries affiliated with colleges of business.' - Kay M. Stebbins, Choice This project is distinctive in that it really is a 'Who's Who' rather than a directory of all scholars engaged in international business education and research.

Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo, Wuling and Baojun are other Asian brands covered in detail. This volume concludes with recording the remarkable early success of Holden and its continued independence through to today. Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations. A brief history of Isuzu, Subaru and Suzuki looks at the three minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

"This book traces the emergence of mass production and Fordism, its accompanying ideology, first in the United States and then in Nazi Germany and the Soviet Union"--

In *Awkward Dominion*, Frank Costigliola offers a striking interpretation of the emergence of the United States as a world power in the 1920s, a period in which the country faced both burdens and opportunities as a result of the First World War. Exploring the key international issues in the interwar period—peace treaty revisions, Western economic recovery, and modernization—Costigliola considers American political and economic success in light of Europe's fascination with American technology, trade, and culture. The figures through which he tells this story include Herbert Hoover, Calvin Coolidge, Henry Stimson, Charles Lindberg, Ernest Hemingway, and Henry Ford.

Smith reveals how this visual revolution played an instrumental role in the complex psychological, social, economic, and technological changes that came to be known as the second industrial revolution. From the role of visualization in the invention of the assembly line, to office and building design, to the corporate and lifestyle images that filled new magazines such as *Life* and *Fortune*, he traces the extent to which the second wave of industrialization engaged the visual arts to project a new iconology of progress.

A ground-breaking 2005 exploration of multinational corporations that differs from other books on the subject by offering the reader a totally global perspective of multinationals without portraying them simply as economic entities. Written by experts on various aspects of the history, development, cultural and social implications of the multinational corporation, the book paints a compelling and coherent picture of the way these businesses affect almost all areas of our existence. As we might expect, the multinational company is shown to play a major role in the globalization that is reshaping so much of our lives.

An analysis of Americanization in European and Japanese industry after World War II. The contributors analyze the creative role of local actors in selectively adapting US technology and management methods to suit local conditions, and in creating hybrid forms combining foreign and indigenous practices in unforeseen, yet remarkably competitive ways.

For much of the twentieth century, the prevalence of dictatorial regimes has left business, especially multinational firms, with a series of complex and for the most part unwelcome choices. This volume, which includes essays by noted American and European scholars such as Mira Wilkins, Gerald Feldman, Peter Hayes, and Wilfried Feldenkirchen, sets business activity in its political and social context and describes some of the strategic and tactical responses of firms investing from or into Europe to a myriad of opportunities and risks posed by host or home country authoritarian governments during the interwar period. Although principally a work of history, it puts into perspective some commercial dilemmas with which practitioners and business theorists must still unfortunately grapple.

The 1965 Canada-United States Automotive Trade agreement fundamentally reshaped relations between the automotive business and the state in both countries and represented a significant step toward the creation of an integrated North American economy. Breaking from previous conceptions of the agreement as solely a product of intergovernmental negotiation, Dimitry Anastakis's *Auto Pact* argues that the 'big three' auto companies played a pivotal role - and benefited immensely - in the creation and implementation of this new automotive regime. With the border effectively erased by the agreement, the pact transformed these giant enterprises into truly global corporations. Drawing from newly released archival sources, Anastakis demonstrates that, for Canada's automotive policy makers, continentalism was a form of economic nationalism. Although the deal represented the end of any notion of an indigenous Canadian automotive industry, significant economic gains were achieved for Canadians under the agreement. Anastakis provides a fresh and alternative view of the auto pact that places it firmly within contemporary debates about the nature of free trade as well as North American - and, indeed, global - integration. Far from being a mere artefact of history, the deal was a forebearer to what is now known as 'globalization.'

The threat of concentration camps, untimely strikes, and propaganda influenced Ford and GM's war efforts in the U.S. and Europe. Dealing with both the brutal Nazi regime and Communist attempts to influence American opinion, leaders at Ford and GM attempt to balance loyalty to their corporations and homeland.

Scale and Scope is Alfred Chandler's first major work since his Pulitzer Prize-winning *The Visible Hand*. Representing ten years of research into the history of the managerial business system, this book concentrates on patterns of growth and competitiveness in

the United States, Germany, and Great Britain, tracing the evolution of large firms into multinational giants and orienting the late twentieth century's most important developments.

While America's relationship with Britain has often been deemed unique, especially during the two world wars when Germany was a common enemy, the American business sector actually had a greater affinity with Germany for most of the twentieth century. *American Big Business in Britain and Germany* examines the triangular relationship between the American, British, and German business communities and how the special relationship that Britain believed it had with the United States was supplanted by one between America and Germany. Volker Berghahn begins with the pre-1914 period and moves through the 1920s, when American investments supported German reconstruction rather than British industry. The Nazi seizure of power in 1933 led to a reversal in German-American relations, forcing American corporations to consider cutting their losses or collaborating with a regime that was inexorably moving toward war. Although Britain hoped that the wartime economic alliance with the United States would continue after World War II, the American business community reconnected with West Germany to rebuild Europe's economy. And while Britain thought they had established their special relationship with America once again in the 1980s and 90s, in actuality it was the Germans who, with American help, had acquired an informal economic empire on the European continent. *American Big Business in Britain and Germany* uncovers the surprising and differing relationships of the American business community with two major European trading partners from 1900 through the twentieth century.

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