

# Introduction

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ANDREW POPP

This final issue of the year brings to a close my first twelve months at the helm of *Enterprise & Society*. It has been a demanding but fascinating time: I have learnt much; been impressed and humbled by the intelligence, commitment, and sheer hard work of both our authors and our reviewers, and have come to truly appreciate the support I have received from colleagues, not least Carol Lockman, Roger Horowitz, and Philip Scranton – as well as our new colleagues at Cambridge University Press. And I have had fun. I hope you, our readers, have enjoyed a highly diverse, thought-provoking, and wide-ranging set of articles, articles that challenge us all to think again about what business history can be and what it can teach us.

As is tradition, our December issue carries the Business History Conference presidential address by Professor Mary Yeager, of the University of California, Los Angeles. Professor Yeager takes us on a highly personal journey, but along the way we learn some vital lessons about the roles women have played in both business and business history. As she says, “WOMEN. CHANGE. EVERYTHING.” As is also usual, we carry summaries of the dissertations shortlisted for the Kroos Prize, authored by Alejandro Gomez-del-Moral, Johan Mathew, and David Roth Singerman. Once again, these emerging scholars are setting the benchmarks for what business history might be and pointing out the directions in which it might go.

I am also pleased to publish four original research articles in this issue. Joaquim Rius-Ulldemolins takes us to late twentieth-century Spain for a vexed story of nation building and corporate branding. With Jonathan E. Robins we voyage around the globe to examine attempts to build organizations of co-operation in the international cotton trade of the early twentieth-century. Anne Verplanck takes us back to nineteenth-century Philadelphia for an exploration of the foundation of a pioneering family-Daguerreotypy business. Finally, we land in Australia, where Monica Keneley explores the creation of a market for life insurance in the century from 1850. I like to think that together

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these articles exemplify the inquisitive, open-minded policy *Enterprise & Society* sets for itself and hope that you enjoy them.

I have already alluded to the support I have gratefully received from a number of colleagues. As readers will know, we switched publishers from Oxford University Press to Cambridge University Press. I want to thank everyone at Cambridge for the exemplary support we have received from them over the last year. Finally, the last thank you must go to our referees. Our work would simply be impossible without their diligence, application, and insight. A list of those assisting *Enterprise & Society* between September 2014 and August 2015 follows immediately.

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