

## Editors' Note

The evolution of business enterprise in the twentieth century has been shaped by global trade and international conflicts; by the ambitions of multinationals to compete in different economies; and by manufacturers' desires to create global brands. This issue of *BHR* explores these efforts. It opens with Gelina Harlaftis's article on Aristotle Onassis's early career as he began to build his international shipping business. In "The Onassis Global Shipping Business, 1920s–1950s," Harlaftis shows that Onassis not only took advantage of international shipping trends, but also innovated in financing and in structuring his various companies. Thomas Heinrich's "Fighting Ships that Require Knowledge and Experience: Industrial Mobilization in American Naval Shipbuilding, 1940–1945" asserts that U.S. industrial triumph in World War II owed more to prewar military innovation in technology and organization than is commonly acknowledged. In "Multinationals and Economic Development in Italy during the Twentieth Century," Andrea Colli discusses Italy's place in the globalizing economy of the twentieth century. Multinational business leaders, especially in the fields of chemicals and pharmaceuticals, viewed Italy as an attractive location for their investments; as a result, Italy gained technological and organizational advances. In their article "Taiwan's PC Industry, 1976–2010: The Evolution of Organizational Capabilities," Howard Yu and Willy Shih describe how certain Taiwanese PC firms were able to thrive in a brutally competitive industry, in which branded U.S. firms pressured Taiwanese suppliers to the point of destroying their profit margins. The few successful Taiwanese firms were distinguished by the visions of their founding entrepreneurs, who were able to differentiate their products on the global market.

This issue also contains a Research Note by Pierre de Longuemar, head of BNP Paribas's historical archive, about the French banking firm's commitment to collecting the oral histories of former managers. De Longuemar describes how these testaments shed light on the international activities of French banks and their modernization after World War II. Finally, Julia S. Yongue contributes a Conference Report on the first meeting of the Asian Business History Conference in Bangkok, Thailand.