

**MARY PARKER FOLLETT—  
PROPHET OF MANAGEMENT**  
**A Celebration of Writings from the 1920s**

Edited by Pauline Graham

Preface by Rosabeth Moss Kanter

Introduction by Peter F. Drucker

Follett's essays on management, originally delivered as lectures in the late 1920s, have long been considered well ahead of their time. This new collection features the original essays with commentaries by a stellar array of modern business thinkers that highlight the validity and relevance of her work to contemporary managers.

"Just about everything written today about leadership and organizations comes from Mary Parker Follett's writings and lectures." —Warren Bennis

\$29.95      336 pages

**THE MAKING OF HARCOURT GENERAL**  
**A History of Growth through Diversification, 1922-1992**

Bettye H. Pruitt, *The Winthrop Group*

*The Making of Harcourt General* is a valuable history of a family-owned proprietorship which grew into a multibillion dollar diversified firm. Pruitt traces the growth of the company that started in the 1930s as a small regional theater chain, and, by the early 1970s, emerged as General Cinema Corporation, the largest national theater chain of its time.

"A well-organized, uncompromising corporate history." —*Library Journal*

\$35.00      336 pages, with 16 pages of photographs

**MASTERING THE DYNAMICS OF INNOVATION**  
**How Companies Can Seize Opportunities**  
**in the Face of Technological Change**

James M. Utterback, *Massachusetts Institute of Technology*

"James Utterback gives us a highly readable overview of the innovation process and its relationship to business growth and profitability—and disappearance—with an approach that draws on the substantial literature in the history of technology." —*Sloan Management Review*

\$24.95      288 pages

*Available at bookstores, or call 1-800-545-7685 ext. 667A/*

*617-495-6192 ext. 667A*

*For a complete catalog of our books, write:*

**Harvard Business School Press, Boston, MA 02163**

## AMERICAN TECHNOLOGICAL SUBLIME

*David E. Nye*

David Nye combines technological and social history to present an alternative view of American history, focusing on the ways in which technologies have helped forge the American sense of self.

440 pp., 47 illus. \$35.00

## DESIGNING ENGINEERS

*Louis L. Bucciarelli*

"Bucciarelli's vigorous, humane intelligence sheds new light on the inner dynamics of technological choice. This book is truly one of a kind." — Langdon Winner, author of *The Whale and the Reactor*

Inside Technology series  
256 pp., 9 illus. \$24.95

## OF BICYCLES, BAKELITES, AND BULBS Toward a Theory of Sociotechnical Change

*Wiebe E. Bijker*

This major work explores the many ways in which social, political, and economic factors affect the shaping and implementation of technology.

Inside Technology series  
356 pp., 79 illus. \$35.00

*Original in Paperback*

## THE FRAGILE CONTRACT

**University Science and the Federal Government**

*edited by David H. Guston and Kenneth Keniston*

"It would be hard to find a more authoritative set of commentators on the themes of trust, scientific integrity, and the role of the modern research university. This is a timely and important contribution." — Sheila Jasanoff, Cornell University

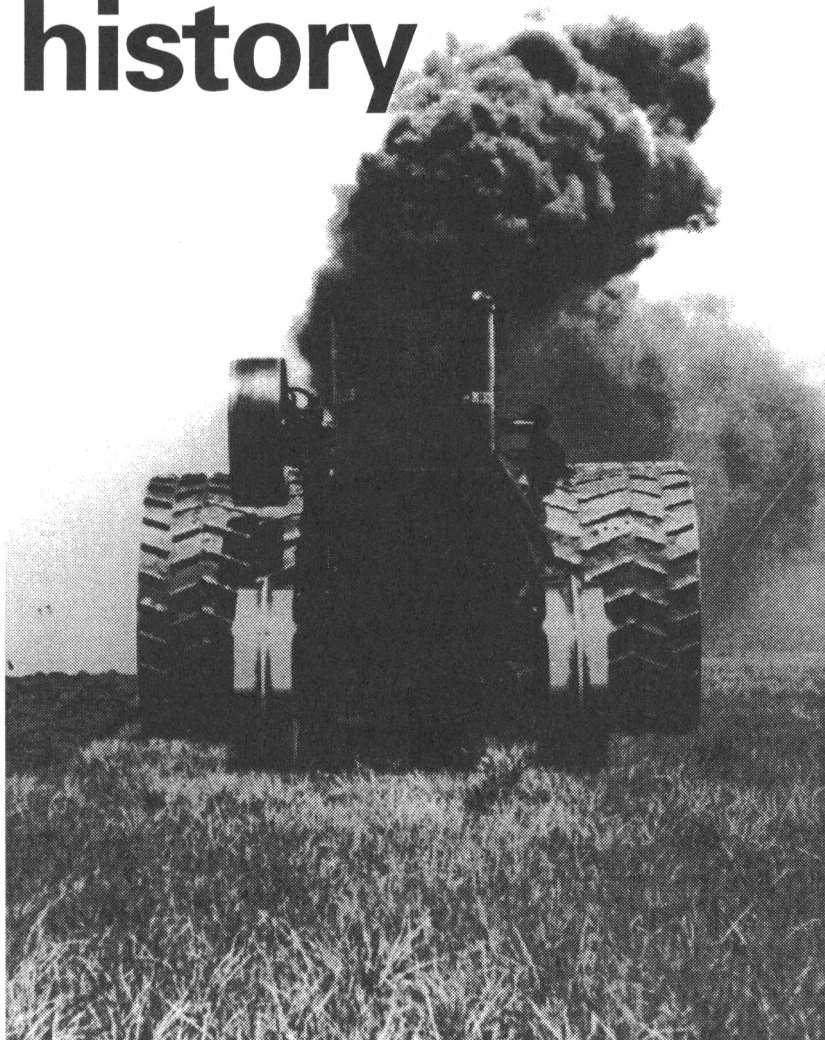
270 pp. \$17.95 paperback

## The MIT Press

55 Hayward Street  
Cambridge, MA 02142  
& Fitzroy House, 11 Chenies St.  
London WC1E 7ET ENGLAND

To order call toll-free 1-800-356-0343 (US & Canada)  
or (617) 625-8569. MasterCard & VISA accepted.  
Prices will be higher outside the U.S. and are subject to  
change without notice.

# agricultural history



**Subscriptions: \$30 for individuals; \$59 for institutions;  
\$18 for students. (Outside U.S. add \$6 postage).  
Send order and subscription inquiries to:  
Journals Division, University of California Press  
2120 Berkeley Way #5812, Berkeley, CA 94720-5812.  
FAX: 510/642-9917**

FELICE A. BONADIO

## A. P. Giannini

**Banker of America**

Extending credit to ordinary working people, creating a financial empire through his branch banks, A. P.

Giannini, son of Italian immigrants enabled California to advance faster than any other state in the decades before World War II. Bonadio reveals the founder of Bank of America in his many roles, most notably that of a bold, ruthless financial genius keenly aware of his minority status in a world dominated by the eastern Protestant elite.

\$30.00 cloth, illustrated

ROBERT GARDELLA

## Harvesting Mountains

**Fujian and the China Tea Trade, 1757-1937**

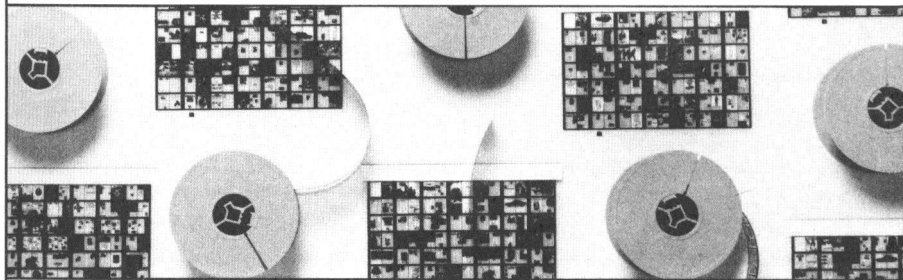
Few commodities are as synonymous with any civilization as tea with China. Gardella's book analyzes the multifaceted influence of tea production and the tea trade upon Fujian, a premier tea-growing region, illuminating the economic, social, fiscal, and environmental ramifications of China's involvement with a dynamic world economy.

\$40.00 cloth, illustrated

At bookstores or call 1-800-822-6657.

# UNIVERSITY OF CALIFORNIA PRESS

## This publication is available in microform.



UMI reproduces this publication in microform: microfiche and 16 or 35mm microfilm. For information about this publication or any of the more than 16,000 periodicals and 7,000 newspapers we offer, complete and mail this coupon to UMI, 300 North Zeeb Road, Ann Arbor, MI 48106 USA. Or call us toll-free for an immediate response: 800-521-0600. From Alaska and Michigan call collect 313-761-4700. From Canada call toll-free 800-343-5299.

**UMI**

A Bell & Howell Company  
300 North Zeeb Road, Ann Arbor, MI 48106 USA  
800-521-0600 toll-free  
313-761-4700 collect from Alaska and Michigan  
800-343-5299 toll-free from Canada

Please send me information about the titles I've listed below:

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Institution \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_



# GUIDELINES FOR CONTRIBUTORS

## *General Information*

Manuscripts are considered for publication on the understanding that they are not concurrently under consideration elsewhere and that the material—in substance as well as form—has not been previously published.

Three copies of the manuscript should be submitted.

Authors should identify themselves only on a separate title page that provides name, mailing address, and telephone number. Authors must also remember not to identify themselves in the body of the manuscript; specifically, references to their own work in the text should be in the third person, and citations should be written without possessive pronouns—not “See my. . . .”

Each article should be accompanied by a précis of 75-100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length).

We do not have an upper or lower page limit, but articles usually run between 25 and 60 type-script pages, including notes and other material.

Articles must contain notes in the humanities style, not references as in the social sciences.

We are always eager to publish illustrations, but authors should not include originals of illustrative materials at the time of submission; photocopies of such material may be included.

Authors of accepted manuscripts will receive two copies of the issue in which the article appears and twenty-five free offprints.

## *Manuscript Preparation*

ALL material—including extracted quotations and notes—must be double-spaced. Legible photocopies or word-processed originals may be submitted. Use of dot-matrix printers is discouraged.

Notes should be numbered consecutively and citations should be placed at the end of the text. Do not place footnotes at the bottom of the page (see word-processing instructions).

Each table or figure should occupy a separate page and should be numbered (in arabic numerals) and grouped together between the text and the notes. The position of these items should be indicated in the text (as, “see Table 3”), but they should not be mingled with the text and no extra space should be left for them there. Each table and figure must be accompanied by a complete source.

We use the 13th edition of *The Chicago Manual of Style* (1982) and spell and hyphenate words according to Webster's *Ninth New Collegiate Dictionary*.

The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes.

We use the day-month-year form for dates, as 11 February 1990.

Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

## *Sample Citation Forms:*

Book: Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass., 1977), 321-22.

Journal: Charles Cheape, “Not Politicians but Sound Businessmen: Norton Company and the Third Reich,” *Business History Review* 62 (Autumn 1988): 444-66.

Note that we do not include the publisher in book citations. We do not use *loc. cit.*, *op. cit.*, or *idem.*, but *ibid.* (not italicized) may be used.

## *Word-Processing Guidelines*

The journal can accept disks of all standard sizes and densities, but they must be formatted in MS-DOS; we cannot use Apple or MacIntosh software. WordPerfect is directly compatible, but we may be able to accept your document if it can be converted into an ASCII file.

Potential contributors should submit hard copy, not diskettes, initially, but it will save considerable work for all parties in the event of acceptance if authors working on PCs follow a few rules from the beginning:

In general, use as few formatting commands as possible.

Do not justify or half-justify the right-hand margin.

Do not hyphenate words at the end of lines.

Do not use hard returns except for new paragraphs or required page ends except as absolutely necessary (for example, to break between text and notes).

Do not use special fonts; underline material that is to be set in italics.

Most important, do not use the word processor's automatic footnote functions: do not embed notes in the text. Notes should be keyed in at the end of the text (after any tables) or as a separate file.

