







# NIALL FERGUSON THE GREAT DEGENERATION

**How Institutions Decay and Economies Die**With characteristic verve, renowned historian
Niall Ferguson analyzes not only the causes
behind economic stagnation but also its profound consequences.

Penguin Press • 192 pp. • 978-1-59420-545-3 • \$26.95

## CIVILIZATION

The West and the Rest

"A dazzling history of Western ideas that sets out to provide the reader with epic answers."—

The Economist.

Penguin • 432 pp. • 978-0-14-312206-7 • \$18.00

# ALAN S. BLINDER AFTER THE MUSIC STOPPED

The Financial Crisis,

the Response, and the Work Ahead

One of our wisest and most clear-eyed economic thinkers offers a masterful narrative of the crisis and its lessons. "The best comprehensive history of the episode....A riveting tale."—Financial Times.

Penguin Press • 400 pp. • 978-1-59420-530-9 • \$29.95

# JOSHUA B. FREEMAN AMERICAN EMPIRE

The Rise of a Global Power, the Democratic Revolution at Home 1945–2000

The Penguin History of the United States

"The best grand synthesis of postwar US history we have."—Mike Wallace, co-author of *Gotham*.

Penguin • 544 pp. • 978-0-14-312349-1 • \$20.00

# STEVE COLL PRIVATE EMPIRE

ExxonMobil and American Power

"Coll makes clear in his magisterial account that Exxon is mighty almost beyond imagining, producing more profit than any American company in the history of profit."—Bill McKibben, *New York Review of Books*.

Penguin • 704 pp. • 978-0-14-312354-5 • \$18.00

# NEIL IRWIN THE ALCHEMISTS

Three Central Bankers and a World on Fire A landmark reckoning with central bankers and their power, with the great financial crisis of our time, and with the history of the relationship between capitalism and the state. Penguin Press • 400 pp. • 978-1-59420-462-3 • \$29.95

# ALAN GREENSPAN THE MAP AND THE TERRITORY

Risk, Human Nature,

and the Future of Forecasting

Integrates the history of economic prediction, the new work of behavioral economists, and the fruits of the author's own career to offer a lucid and empirically based grounding in what we can know about economic forecasting.

Penguin Press • 496 pp. • 978-1-59420-481-4 • \$36.00

# GRAHAM BANNOCK & R. E. BAXTER THE PENGUIN DICTIONARY OF ECONOMICS

Fully Revised and Updated Eighth Edition Penguin Global • 416 pp. • 978-0-14-104523-8 • \$18.00

## PENGUIN GROUP (USA)

www.penguin.com/academic



Academic Marketing Department 375 Hudson Street New York, New York 10014

## GUIDELINES FOR CONTRIBUTORS

Business History Review seeks articles drawn from rigorous primary research that address major debates and offer comparative perspectives. We consider the history of entrepreneurs, firms, and business systems, and the subjects of innovation, globalization, and regulation. We are also interested in the relation of businesses to political regimes and the environment.

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

Manuscripts should be submitted by e-mail to bhr@hbs.edu.

Authors of accepted manuscripts will receive a copy of the issue in which their article appears and a pdf file.

We encourage *BHR* authors to make their abstracts available on SSRN after the publication of their articles.

#### MANUSCRIPT PREPARATION

Authors must 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 . . ."

We use the 16th edition of *The Chicago Manual of Style* (2010) and spell and hyphenate words according to *Merriam-Webster's Collegiate Dictionary*.

Send a bio of three to four sentences, stating affiliation and recent publications.

Be sure to include an abstract of no more than 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).

Articles should not be more than 10,000 words in length, including footnotes.

Each table and figure must be accompanied by a complete source.

When submitting figures, make sure images are in black and white and also include the data files. Tables should be prepared in a Word format to facilitate in-house editing.

Authors are responsible for obtaining all illustrative materials and permissions for reproduction, and for writing captions.

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 in citations, as 11 February 2007.

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

#### SAMPLE CITATIONS

BOOK: Thomas K. McCraw, Prophet of Innovation: Joseph Schumpeter and Creative Destruction (Cambridge, Mass., 2007), 205–21.

JOURNAL: Naomi R. Lamoreaux, "Scylla or Charybdis? Historical Reflections on Two Basic Problems of Corporate Governance," *Business History Review* 83 (Spring 2009): 9–34.

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.

### EDITORIAL OFFICE

Business History Review Harvard Business School Soldiers Field Boston, MA 02163, USA Tel.: +1 617 495 1003

Fax: +1 617-495-2705 E-mail: bhr@hbs.edu

www.hbs.edu/businesshistory/publications

### **BUSINESS OFFICE**

Cambridge University Press The Edinburgh Building Shaftesbury Road Cambridge CB2 8RU, UK Tel.: +44 1223 32 6498 Fax: +44 1223 32 5801

E-mail: journals@cambridge.org www.journals.cambridge.org/bhr

## BUSINESS HISTORY REVIEW

## Business, Networks, and the State in India

Dwijendra Tripathi, Introduction

Tirthankar Roy, Trading Firms in Colonial India

Gijsbert Oonk, The Emergence of Indigenous Industrialists in Calcutta, Bombay, and Ahmedabad, 1850–1947

*K. Ravi Raman*, Business, Ethnicity, Politics, and Imperial Interests: The United Planters' Association of Southern India, 1893–1950

*Medha Kudaisya*, "The Promise of Partnership": Indian Business, the State, and the Bombay Plan of 1944

Prithwiraj Choudhury and Tarun Khanna, Charting Dynamic Trajectories: Multinational Enterprises in India

BOOKS THAT MADE A DIFFERENCE

Jaithirth Rao, Beyond Racism: The Story of Prakash Tandon and Unilever India. On *Prakash Tandon*, Punjabi Saga, 1857–1987: The Monumental Story of Five Generations of a Remarkable Punjabi Family

Harvard Business School Boston MA 02163 BHR@HBS.EDU

