

# Enterprise

---

# & Society

THE INTERNATIONAL  
JOURNAL OF  
BUSINESS HISTORY



MARCH 2019 • VOLUME 20 • NUMBER 1  
ISSN 1467-2227 • ONLINE ISSN 1467-2235  
PUBLISHED IN ASSOCIATION WITH  
THE BUSINESS HISTORY CONFERENCE

**CAMBRIDGE**  
UNIVERSITY PRESS

---

Editor

Andrew Popp, University of Liverpool

Associate Editors

Shane Hamilton, University of York

Per Hansen, Copenhagen Business School

Andrea Lluch, National Scientific and Technical Research Council

Sharon Ann Murphy, Providence College

Associate Editor for Reviews

Betsy A. Beasley, Institute for Advanced Study

Managing Editor

Carol Ressler Lockman, Hagley Museum and Library

Associate Editor, ex officio

Roger Horowitz, Hagley Museum and Library

---

#### **EDITORIAL BOARD**

Xavier Hernando Duran Amorocho  
(Universidad de los Andes)

Gerben Bakker (London School of  
Economics)

Edward J. Balleisen (Duke University)

Maria Ines Barbero (University of  
Buenos Aires)

Bernardo Batiz-Lazo (Bangor University,  
UK)

Hartmut Berghoff (Georg-August-  
Universität Göttingen)

Christy Ford Chapin (University of  
Maryland Baltimore County)

Peter Coclanis (University of North  
Carolina-Chapel Hill)

Paul Duguid (University of California,  
Berkeley)

Paloma Fernandez-Perez (University  
of Barcelona)

Patrick Fridenson (École des Hautes  
Études en Sciences Sociales)

Louis Galambos (Johns Hopkins  
University)

Tiffany Gill (University of Delaware)

Barbara Hahn (Texas Tech University)

William Hausman (College of William  
and Mary)

Kris Inwood (University of Guelph)

Richard John (Columbia University)

Geoffrey Jones (Harvard Business  
School)

Matthias Kipping (York University)

Takafumi Kurosawa (Kyoto University)

Pamela Laird (University of Colorado  
Denver)

Claire Lemerrier (CNRS)

Margaret Levenstein (University of  
Michigan)

Kenneth Lipartito (Florida International  
University)

Manuel Llorca-Jana (University of Santiago,  
Chile)

Teresa da Silva Lopes (University of York)

Christopher McKenna (University of  
Oxford)

Stephen Mihm (University of Georgia)

Paul Miranti (Rutgers University)

Rowena Olegario (Saïd Business School,  
University of Oxford)

Mary O'Sullivan (Université de  
Genève)

Caitlin Rosenthal (University of California,  
Berkeley)

Andrea Schneider (Gesellschaft für  
Unternehmensgeschichte)

Philip Scranton (Rutgers University)

Grietjie Verhoef (University of Johannesburg)

Mira Wilkins (Florida International  
University)

JoAnne Yates (Massachusetts Institute of  
Technology)

Mary Yeager (University of  
California-Los Angeles)

Madeleine Zelin (Columbia  
University)

---

# ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

*Published by Cambridge University Press for the Business History Conference*

Volume 20, Number 1

March 2019

## INTRODUCTION

- Introduction 1  
Andrew Popp

## SPECIAL SECTION ON ORAL HISTORY

- Cousins Once Removed? Revisiting the Relationship between Oral History and Business History 4  
Robert Crawford and Matthew Bailey
- Oral History and the Business History of Emerging Markets 19  
Geoffrey Jones and Rachael Comunale
- A Life at the Company: Oral History and Sense Making 33  
Ronald Kroeze and Jasmijn Vervloet
- Off the Books: Oral History and Transnational Advertising Agencies in Southeast Asia 47  
Robert Crawford
- The Narrative Turn, Corporate Storytelling, and Oral History: Canada's Petroleum Oral History Project and Truth and Reconciliation Commission Call to Action No. 92 60  
Janis Thiessen
- Snowball Sampling in Business Oral History: Accessing and Analyzing Professional Networks in the Australian Property Industry 74  
Matthew Bailey

## ARTICLES

- Crises and Responses: Government Policies and the Machine-Building Cartels in Hungary, 1919–1949 89  
Mária Hidvégi
- A Nation of Investors or a Procession of Fools? Reevaluating the Behavior of Britain's Shareholding Population through the Prism of the Interwar Sharepushing Crime Wave 132  
Matthew Hollow
- The Digitalization of Banking: A New Perspective from the European Savings Banks Industry before the Internet 159  
J. Carles Maixé-Altés
- The Market for Films in Postwar Italy: Evidence for Both National and Regional Patterns of Taste 199  
John Sedgwick, Peter Miskell, and Marina Nicoli

The Economic Institutions of Construction in London after  
the Great Fire 229

Judy Z. Stephenson

#### REVIEW ESSAY

Christian Olaf Christiansen. *Progressive Business:  
An Intellectual History of the Role of Business  
in American Society* 253

Reviewed by David G. Schuster

#### REVIEWS

Brian P. Luskey and Wendy A. Woloson. *Capitalism by Gaslight:  
Illuminating the Economy of Nineteenth-Century America* 256

Reviewed by Michael Zakim

Jerry Prout. *Coxey's Crusade for Jobs: Unemployment  
in the Gilded Age* 257

Reviewed by Greg Carter

Linda Civitello. *The Baking Powder Wars: The Cutthroat  
Food Fight That Revolutionized Cooking* 260

Reviewed by Megan Elias

Peter James Hudson. *Bankers and Empire: How Wall Street  
Colonized the Caribbean* 262

Reviewed by Rachel Bunker

Daniel M.G. Raff and Philip Scranton, eds. *The Emergence  
of Routines: Entrepreneurship, Organization,  
and Business History* 264

Reviewed by Kenneth Lipartito

Andrea Colli. *Dynamics of International Business:  
Comparative Perspectives of Firms, Markets  
and Entrepreneurship* 267

Reviewed by Bernardo Bátiz-Lazo

---

Cover design by Adam Albright

## SUBSCRIPTION INFORMATION

*Enterprise & Society* [ISSN 1467-2227] is published four times a year (March, June, September, and December) for the Business History Conference by Cambridge University Press. Institutional subscriptions can be purchased direct from Cambridge University Press or through any major subscription agent. Print-only, online-only and bundled print and online prices are all available, and subscription prices are tiered according to institution type and size.

Please contact Cambridge University Press for further details:

### **For customers in North America**

Email: [subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org)

Phone: (800) 872-7423, option 4

### **For customers outside of North America**

Email: [journals@cambridge.org](mailto:journals@cambridge.org)

Phone: +44 (0)1223-32-6070; Fax: +44 (0)1223-32-5150

## ADVERTISING

To advertise in the journal please email [USAdSales@cambridge.org](mailto:USAdSales@cambridge.org) or telephone +1(212) 337-5053 in the USA, Canada, or Mexico; email [ad\\_sales@cambridge.org](mailto:ad_sales@cambridge.org) or telephone +44 (1223) 325083 in the rest of the world.

## ABSTRACTING AND INDEXING

Articles published in *Enterprise & Society* are indexed by *ABI/INFORM*, *America: History and Life*, *EconLit*, *e-JEL*, *Historical Abstracts*, *JEL on CD*, and *Social Science Research Network (SSRN)*.

**Photocopying information:** All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: <http://journals.cambridge.org/action/rightsAndPermissions>.

Permission to copy (for users in the USA) is available from Copyright Clearance Center <http://www.copyright.com>; or email [info@copyright.com](mailto:info@copyright.com).

**Reprints** of individual articles may be ordered. For information on reprints, please contact Cambridge University Press.

## POSTAL INFORMATION

Send address changes in the USA, Canada, and Mexico to: *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, One Liberty Plaza, 20th Floor, New York, NY 10006. Send address changes elsewhere to *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, England.

## DISCLAIMER

Statements of fact and opinion in the articles in *Enterprise & Society* are those of the respective authors and contributors and not of the Business History Conference or Cambridge University Press. Neither Cambridge University Press nor the Business History Conference make any representation, express or implied, in respect of the accuracy of the material in this journal and cannot accept any legal responsibility or liability for any errors or omissions that may be made. The reader should make her or his own evaluation as to the appropriateness or otherwise of any experimental technique described.

Copyright© 2019 Business History Conference. All rights reserved.

*Printed in the United States of America*