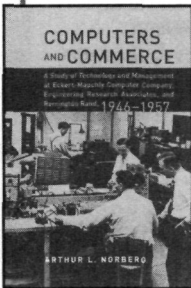


New books from The MIT Press



Computers and Commerce

A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remington Rand, 1946-1957

Arthur L. Norberg

The history of a crucial decade in the early development of digital technology, focusing on both technical and business issues at two key firms.

History of Computing series • 384 pp., 33 illus. \$40

now in paperback

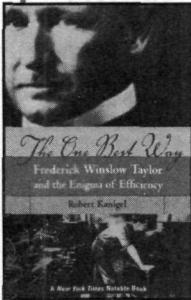
The One Best Way

Frederick Winslow Taylor and the Enigma of Efficiency

Robert Kanigel

"An expansive and illuminating biography of both the man and the gritty industrial world he inhabited." — *The New York Times*

704 pp., 50 illus. \$27.50 paper



To order call **800-405-1619**.

<http://mitpress.mit.edu>

New from OXFORD

THE OXFORD HANDBOOK OF WORK AND ORGANIZATION

Edited by Stephen Ackroyd, Rosemary Batt, Paul Thompson, and Pamela S. Tolbert

The *Oxford Handbook of Work and Organization* aims to bring together, present, and discuss what is currently known about work and organizations and their connection to broader economic change in Europe and America.

(*Oxford Handbooks*)

January 2005 750 pp.
0-19-926992-0 \$149.50

BEWARE THE WINNER'S CURSE

Victories that Can Sink You and Your Company

G. Anandalingam and Henry C. Lucas, Jr.

In this book, Anandalingam and Lucas, Jr. expand the model of the Winner's Curse to explain how companies like Tyco, MCI-WorldCom and Bank One overpaid for acquisitions, and how shareholders suffered as a result.

2004 256 pp.
0-19-517740-1 \$29.95

REASONS AND RATIONALIZATIONS

The Limits to Organizational Knowledge
Chris Argyris

What is the purpose of social science and management research? Do scholars/researchers have a responsibility to generate insights and knowledge that are of practical (implementable) value and validity? These are some of the puzzles/pressing problems that Argyris addresses in this short book.

2004 256 pp.
0-19-926807-X \$29.95

SURVIVING TRANSFORMATION

Lessons from GM's Surprising Turnaround

Vincent P. Barabba

Surviving Transformation describes how General Motors reversed a dangerous decline and repositioned itself for success in the 21st Century.

2004 280 pp.; 38 halftones & line illus.
0-19-517141-1 \$29.95

LOST KNOWLEDGE

Confronting the Threat of an Aging Workforce

David W. DeLong

This is a solution-oriented book to address one of the most pressing management problems of the coming years: How do organizations transfer the critical expertise and experience of their employees before that knowledge walks out the door?

2004 272 pp.
0-19-517097-0 \$29.95

THE MISMANAGEMENT OF TALENT

Employability and Jobs in the Knowledge Economy

Phillip Brown, and Anthony Hesketh

with Sara Williams

This book examines whether employability policies are flawed because they ignore the realities of 'positional' conflict in the competition for a livelihood, especially as the rise of mass higher education has arguably done little to increase the employability of students for tough-entry jobs.

2004 288 pp.
0-19-926953-X cloth \$99.50
0-19-926954-8 paper \$29.50

THE OXFORD HANDBOOK OF INNOVATION

Edited by Jan Fagerberg, David C. Mowery, and Richard R. Nelson

This handbook looks to provide academics and students with a comprehensive and holistic understanding of the phenomenon of innovation. An introductory overview, concluding remarks, and guide to further reading for each chapter, make this handbook a key introduction and vital reference work for researchers, academics, and advanced students of innovation.

(*Oxford Handbooks*)

2004 684 pp.; 27 figures
0-19-926455-4 \$144.50

ORGANIZATIONAL IDENTITY

A Reader

Edited by Mary Jo Hatch, and Majken Schultz

This book presents the classic works on organizational identity alongside more current thinking on the issues. The readings in this volume address the key issues of organizational identity, and show how these issues have developed through contributions from such diverse fields of study as sociology, psychology, management studies and cultural studies.

(*Oxford Management Readers*)

2004 600 pp.
0-19-926947-5 paper \$34.50
0-19-926946-7 cloth \$144.50

Listed as one of the *Economist's* 2004 Books of the Year

THE MODERN FIRM

Organizational Design for Performance and Growth

John Roberts

The Modern Firm develops powerful conceptual frameworks for analyzing the interrelations between organizational design features, competitive strategy and the business environment. This book provides new insights into the changes going on in business today and will be of interest to academics, students and managers alike.

(*Clarendon Lectures in Management Studies*)

2004 336 pp.
0-19-829376-3 \$27.50

OXFORD
UNIVERSITY PRESS

To order, or for more information, please call 1-800-451-7556.
In Canada, call 1-800-387-8020. Visit our website at www.oup.com/us.

**SHAPING
THE
INDUSTRIAL
CENTURY**

ALFRED D. CHANDLER, JR.

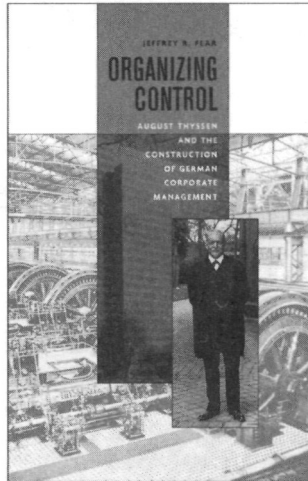
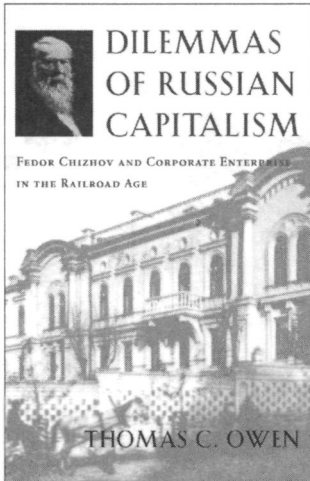


**THE REMARKABLE
STORY OF THE
EVOLUTION OF THE
MODERN CHEMICAL
AND PHARMACEUTICAL
INDUSTRIES**

The dean of business historians continues his masterful chronicle of the transforming revolutions of the twentieth century begun in *Inventing the Electronic Century*. Alfred Chandler argues that only with consistent attention to research and development and an emphasis on long-term corporate strategies could firms remain successful over time. He details these processes for nearly every major chemical and pharmaceutical firm, demonstrating why some companies forged ahead while others failed.

new in cloth • Harvard Studies in Business History

WWW.HUP.HARVARD.EDU HARVARD UNIVERSITY PRESS



DILEMMAS OF RUSSIAN CAPITALISM

Fedor Chizhov and Corporate Enterprise in the Railroad Age

Thomas C. Owen

Fedor Chizhov built the first railroad owned entirely by Russian stockholders, created Moscow's first bank and mutual credit society, and launched the first profitable steamship line based in Archangel. In this valuable book, Thomas Owen vividly illuminates the life and world of this seminal figure in early Russian capitalism.
new in cloth

ORGANIZING CONTROL

August Thyssen and the Construction of German Corporate Management

Jeffrey Fear

In a pioneering work, Jeffrey Fear overturns the dominant understanding of German management as "backward" relative to the U.S. and uncovers an autonomous and sophisticated German managerial tradition. Beginning with founder August Thyssen—the Andrew Carnegie of Germany—Fear traces the evolution of management inside the Thyssen-Konzern and the Vereinigte Stahlwerke (United Steel Works) between 1871 and 1934.

new in cloth

WWW.HUP.HARVARD.EDU HARVARD UNIVERSITY PRESS

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”

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

- In general, use as few formatting commands as possible.
- Left justify text.
- Do not hyphenate words at the end of lines.
- ALL material—including extracted quotations and notes—must be double spaced.
- Notes should be numbered consecutively and citations should be placed as footnotes or endnotes formatted as indicated by *The Chicago Manual of Style* (1993).
- Each table and figure must be accompanied by a complete source.

Each article should be accompanied by an abstract of 75 to 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 50 typescript pages, including notes and other material.

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

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

MANUSCRIPT PREPARATION

We use the 15th edition of *The Chicago Manual of Style* (2003) and spell and hyphenate words according to the 11th edition of *Merriam-Webster's 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 in 11 Feb. 1998, in the notes, but in the text, dates are written month-day-year, as in February 11, 1998. Double quotation marks should be used for 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), 321–2.

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.



0007-6805(200521)79:1;1-J