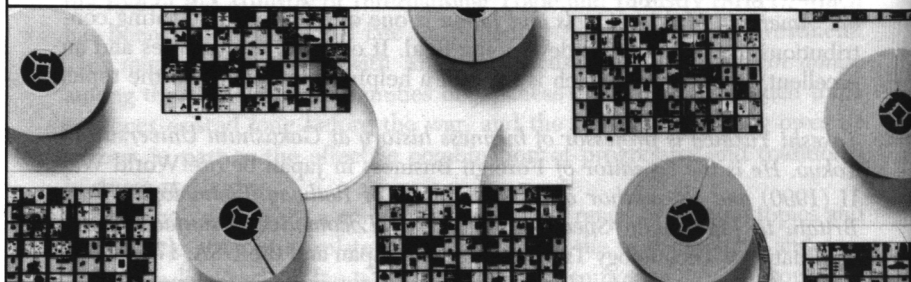


**This publication is available in microform.**



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.

**U·M·I**

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

# The Business of Banking

## CANADIAN BANKS AND GLOBAL COMPETITIVENESS

*James L. Darroch*

Did you know that four of Canada's largest banks are recognized by industry insiders to be among the best managed banks in the world? Darroch uses the case study method to show how the Canadian financial services sector has been a successful competitor in international markets.

Cloth

ISBN 0-7735-1138-5

\$34.95

**MCGILL-QUEEN'S UNIVERSITY PRESS**

To order phone: (416) 667-7791 • Or in Canada: 1-800-565-9523

VISA/MasterCard accepted

# Unfinished Business

The Railroad in American Life

MAURY KLEIN

"The nation's foremost historian of railroads has gathered an extraordinary collection of his essays; they are authoritative and engrossing."

—H. ROGER GRANT

"Soundly researched, perceptively focused, and persuasively argued. Maury Klein writes beautifully. His prose is clear, crisp, and lively and flows with that deceptively effortless ease that we all wish for."—CHARLES W. CHEAPE

*University of Rhode Island. 236 pages. 22 illus. \$24.95 cloth*

# Platt Brothers and Company

Small Business in American Manufacturing

MATTHEW W. ROTH

"A superb, meticulously researched history of 19th-century small businessmen seeking to survive and prosper in a hostile environment. Roth describes how Alfred Platt and his children and relatives built a viable button-making manufacturing concern while remaining deeply entrenched in the Yankee customs of Connecticut's Naugatuck Valley. Material on the years before the Civil War is richly embellished with finely woven details about Naugatuck Valley's metal-working traditions, business cycles, politics and social issues. Roth excels in his analysis of small businesses coping with the nation's rapid industrialization."

—*Publishers Weekly*

*University of Connecticut. 268 pages. 18 illus. \$40.00 cloth*

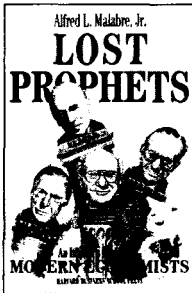
---

# New England

University Press of New England • Hanover, NH 03755-2048 • 800-421-1561



Harvard Business School Press



**LOST PROPHETS**  
**An Insider's History of the**  
**Modern Economists**

Alfred L. Malabre, Jr., *The Wall Street Journal*

"Economics from the bleachers, heroes and villains, what the issues were, who was right, and why supply-side economics was a hoax—economic journalism as lively and informed as it comes."

—Rudiger Dornbusch, Columnist, *Business Week*

"A stimulating, historical-intellectual romp through the vagaries of the dismal science." —Michael Pellecchia, *Minneapolis Star-Tribune*

\$27.95

272 pages, with 8 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*

In this engaging book, Utterback draws on the rich history of innovation by inventors and entrepreneurs—ranging over a wide spectrum of industries—to develop a practical model for how innovation enters an industry, how mainstream firms typically respond, and how, over time, new and old players wrestle for dominance.

"Utterback's newest work adds important insights to both the theory and practice of technological innovation. This is a major work that will be cited for decades." —James Brian Quinn, *The Amos Tuck School, Dartmouth College*

\$24.95

256 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* traces the growth of the company that started as a small regional theater chain, and emerged by the early 1970s as General Cinema Corporation, the largest national theater chain of its time. Set against the backdrop of mergers-and-acquisitions activity from the 1960s through the 1980s, this is a valuable history of a family-owned proprietorship which grew into a multibillion dollar diversified firm.

\$35.00

320 pages, with 16 pages of photographs

Available at bookstores, or call 1-800-545-7685 ext. 591A/

617-495-6192 ext. 591A

For a complete catalog of our books, write:

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

# 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 typescript 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.



