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 0594

E-mail: bhr@hbs.edu www.hbs.edu/bhr

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

Lisa D. Cook, Overcoming Discrimination by Consumers during the Age of Segregation: The Example of Garrett Morgan

Special Section: Brands and Trademarks

Teresa da Silva Lopes and Paul Duguid, Introduction: Behind the Brand

Patricio Sáiz and Paloma Fernández Pérez, Catalonian Trademarks and the Development of Marketing Knowledge in Spain, 1850–1946

David M. Higgins, "Forgotten Heroes and Forgotten Issues": Business and Trademark History during the Nineteenth Century

Teresa da Silva Lopes and Mark Casson, Brand Protection and the Globalization of British Business

Paul Duguid, A Case of Prejudice? The Uncertain Development of Collective and Certification Marks

REVIEW ESSAYS

Michael S. Smith on *Dictionnaire historique des patrons français*, Jean-Claude Daumas, director

Mark H. Rose on Louis Galambos's *The Creative Society—and the Price Americans Paid for It*

John Parman on *Economic Evolution and Revolution in Historical Time*, Paul W. Rhode, Joshua L. Rosenbloom, and David F. Weiman, editors

Harvard Business School Boston MA 02163 BHR@HBS.EDU

