New from The MIT Press

From Airline Reservations to Sonic the Hedgehog

A History of the Software Industry

Martin Campbell-Kelly

"This pathbreaking book is packed with data and insights that will be valuable to historians of business and technology, as well as analysts of the contemporary software industry. It lays to rest a variety of myths and distortions about the software business, including the over-emphasis on Microsoft that has dominated writing about it to this time." — JoAnne Yates, Sloan Distinguished Professor of Management, MIT

"This book presents an exceptionally clearheaded overview of one of the most important industries of the twentieth century. No other work covers the business dimensions of the software industry so comprehensively or so clearly. It should be the starting point for anyone interested in the history of the software business."

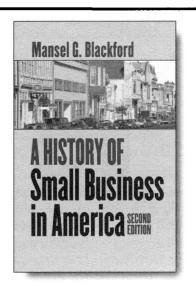
— Steven Usselman, School of History, Technology, and Society, Georgia Institute of Technology

392 pp., 23 illus. \$29.95



To order call **800-405-1619**. Prices subject to change without notice.

http://mitpress.mit.edu



A History of Small Business in America MANSEL G. BLACKFORD

Second Edition

"This readable survey goes further than any other work yet written to show the collective importance of small business in different ways at different times in the nation's economic development."—Journal of American History

"A cogent and readable addition to our understanding of American business, one that should be strongly considered by anyone teaching American business history."

-Business History Review

The Luther Hartwell Hodges Series on Business, Society, and the State

Approx. 272 pp. \$45.00 cloth / \$18.95 paper

THE UNIVERSITY OF NORTH CAROLINA PRESS

publishing excellence since 1922 | at bookstores or 800-848-6224 | www.uncpress.unc.edu

ANNOUNCING A NEW SERIES:

CAMBRIDGE STUDIES IN THE EMERGENCE OF GLOBAL ENTERPRISE

Series Editors:

Geoffrey Jones, Harvard Business School Louis Galambos, The Johns Hopkins University

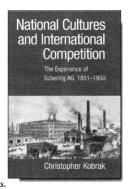
Cambridge University Press is pleased to announce a new series dedicated to integrating important and creative work in the fields of international business and economic history. The series will particularly focus on international and comparative studies in the twentieth and twenty-first centuries. It will also include books on national or regional topics that throw light on international issues. The editors are particularly interested in such topics as innovation, corporate governance and culture, organizational change, gender, and the relationships between businesses and governments.

The first title to appear in the series is:

National Cultures and International Competition: The Experience of Schering AG, 1851-1950

by Christopher Kobrak, ESCP-EAP, European School of Management

This book is a history of Schering AG, one of Germany's best known pharmaceutical companies, from its birth as a pharmacy in the middle of the nineteenth century to the first steps of its rebirth as a multinational in 1950. The book traces the various stages of Schering's development, its relationships to other chemical companies, its government, its bankers, and other shareholders. As the title implies, the book also places this history in the context of Schering's changing – and for the most part increasingly hostile – political, social and economic environments. Hardback, 0-521-81481-2



Forthcoming in the series:

Knowledge and Competitive Advantage: The Coevolution of Firms, Technology, and National Institutions

by Johann Peter Murmann

The World's Newest Profession: A History of Management Consulting by Christopher McKenna

Global Brands: The Growth of Multinationals in the Liquor Industry by Teresa da Silva Lopes

Available in bookstores or from



800-872-7423 www.cambridge.org

The Price of Progress

Public Services, Taxation, and the American Corporate State, 1877 to 1929

R. Rudy Higgens-Evenson

"A clearly written and well-researched explanation of the rise of a tax system favorable to corporations in terms of the unintended consequences of states' attempts to deal with the demands for new social services."—Michael McGerr, Indiana University, author of The Decline of Popular Politics: The American North, 1865–1928

Reconfiguring American Political History: Ronald P. Formisano, Paul Bourke, Donald DeBats, and Paula M. Baker, Series Founders
\$39.95 hardcover

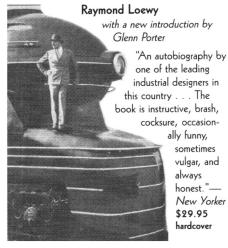
The Roots of American Industrialization

David R. Meyer

"An insightful look at the East Coast in the antebellum period, when its cities grew internally and met the external challenge of the Midwest, when its industrial plants had yet to reach full flower, before there was any hint of rust."—Louis P. Cain, Northwestern University

Creating the North American Landscape: Gregory Connift, Edward K. Muller, and David Schuyler, Consulting Editors; George F. Thompson, Series Founder and Director \$45.00 hardcover

Never Leave Well Enough Alone



Industrious Americans

Public Markets and Civic Culture in Nineteenth-Century America

Helen Tangires

"The book demonstrates that even in its most embattled circumstances, the public market embodied in microcosm an ideal of good government that showed—and continues to show—remarkable resilience and adaptability in the name of the commonweal."—Linda Aleci, Franklin and Marshall College Creating the North American Landscape: Gregory Conniff, Edward K. Muller, and David Schuyler, Consulting Editors; George F. Thompson, Series Founder and Director \$45.00 hardcover

The Rational Factory

Architecture, Technology, and Work in America's Age of Mass Production Lindy Biggs

"Traditional business history at its best."—William Roy, Journal of American History Studies in Industry and Society: Philip B. Scranton, Series Editor \$18.95 paperback

Merchants and Empire

Trading in Colonial New York

Cathy Matson

"Matson offers a very detailed view of the growth of the New York mercantile community."—James F. Shepherd, *Journal of Economic History* \$21.95 paperback

Steam Laundries

Gender, Technology, and Work in the United States and Great Britain, 1880–1940

Arwen P. Mohun

"Explores the permeable boundaries between technology and culture, home and work, and service and industry."—Nancy Page Fernandez, Journal of American History

Johns Hopkins Studies in the History of Technology: Merritt Roe Smith, Series Editor \$19.95 paperback

The Johns Hopkins University Press • 1-800-537-5487 • www.jhupbooks.com

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 14th edition of *The Chicago Manual of Style* (1993) 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 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(200322)//:2:1-N