

Founded in 1954, the Business History Conference (BHC) is a non-profit organization devoted to encouraging all aspects of the research, writing, and teaching of business history and of the environment in which business operates. Its membership is international and representative of economists, historians, and those in allied fields, such as history of technology, accounting, labor, transportation, and government, who focus on business history as a means of understanding their subjects.

#### **BHC Officers, 2019–2020**

Edward Balleisen, *President*

Neil Rollings, *President-Elect*

Teresa de Silva Lopes, *Past-President*

Andrew Popp, *Secretary-Treasurer (2018–2022)*

#### **BHC Trustees**

Christy Ford Chapin (2017–2020)

Peter A. Coclanis (2018–2021)

Paloma Fernandez-Perez (2017–2020)

Anne Fleming (2018–2021)

Ai Hisano (2019–2022)

Eric S. Hintz (2017–2020)

Susie J. Pak (2017–2020)

Laura Phillips Sawyer (2018–2021)

Heidi Tworek (2019–2022)

Benjamin Waterhouser (2019–2022)

Alexis Yates (2018–2021)

Madeline Zelin (2019–2022)

#### **Past President on Board**

Mary O'Sullivan

#### **MEMBERSHIP**

Persons interested in joining the Business History Conference should contact the Secretary-Treasurer: Roger Horowitz, Hagley Museum and Library, P.O. Box 3630, Wilmington, DE 19807-0630; e-mail: rh@udel.edu; Carol Ressler Lockman, email: clockman@hagley.org or on the BHC website at <http://www.thebhc.org/jointhebhc>. Complete information about the Business History Conference may be found on the organization's Web pages at <https://thebhc.org>.

*Business and Economic History*, the proceedings volume of the Business History Conference, was published through 1999 (Volume 28). For the 2000 annual meeting and thereafter, the presidential address and dissertation summaries will appear in the fourth issue of *Enterprise & Society*.

Visit the Web sites: [www.journals.cambridge.org/eso](http://www.journals.cambridge.org/eso) and [www.thebhc.org/publications/eanshome.html](http://www.thebhc.org/publications/eanshome.html).

#### **LICENSE**

It is a condition of publication in the journal that authors grant an exclusive license to the Business History Conference. This ensures that requests from third parties to reproduce articles are handled efficiently and consistently and will also allow the article to be as widely disseminated as possible. Authors may use their own material in other publications provided that the journal is acknowledged as the original place of publication and Cambridge University Press as the publisher.

For full Guidelines, please see our Web site:

<https://www.cambridge.org/core/journals/enterprise-and-society/information/instructions-contributors>.

## INTRODUCTION

Introduction	
ANDREW POPP .....	1

## ARTICLES

Energizing Finance: The Energy Crisis, Oil Futures, and Neoliberal Narratives	
CALEB WELLUM .....	2
Reorganization of Multinational Companies in the Western European Chemical Industry: Transformations in Industrial Management and Labor, 1960s to 1990s	
CHRISTIAN MARX .....	38
Trends in the Fashion Business: Spain and Italy in Comparison, 1973–2013	
VERONICA BINDA AND ELISABETTA MERLO .....	79
Who Tells Your Story: Contested History at the NAM	
JENNIFER DELTON .....	110
Western Debates About Chinese Entrepreneurship in the Treaty Port Period, 1842–1911	
MIRIAM KAMINISHI AND ANDREW DAVID SMITH .....	134
Black Power in the Boardroom: Corporate America, the Sullivan Principles, and the Anti-Apartheid Struggle	
JESSICA ANN LEVY .....	170
The Insurance of Mass Murder: The Development of Slave Life Insurance Policies of Dutch Private Slave Ships, 1720–1780	
KARIN LURVINK .....	210
An Incomplete Revolution: Corporate Governance Challenges of the London Assurance Company and the Limitations of the Joint-Stock Form, 1720–1725	
MICHAEL ALDOUS AND STEFANO CONDORELLI .....	239

## REVIEWS

### Cambridge Core

For further information about this journal  
please go to the journal web site at:  
[cambridge.org/eso](https://doi.org/10.1017/eso)

**CAMBRIDGE**  
UNIVERSITY PRESS