

Pull

Networking and Success
Since Benjamin Franklin

PAMELA WALKER LAIRD



**2006 HAGLEY PRIZE FOR THE
BEST BOOK IN BUSINESS HISTORY**

**2006 HAROLD F. WILLIAMSON PRIZE
IN BUSINESS HISTORY**

“Laird offers an illuminating analysis of how exceptional achievers have combined individual talent with social assets...to rise in society.”

—Hardy Green, *BUSINESS WEEK*

“This eye-opening book helps explains why so many individuals—and nearly all African Americans and women—were so long left out when they exhibited the same intelligence and ambition as those who ‘made it.’ In emphasizing the social forces that blocked pathways up, in addition to those which held people down, Laird presents an exciting new way to think about success.”

—Walter A. Friedman, author of *Birth of a Salesman*

new in cloth

WWW.HUP.HARVARD.EDU HARVARD UNIVERSITY PRESS

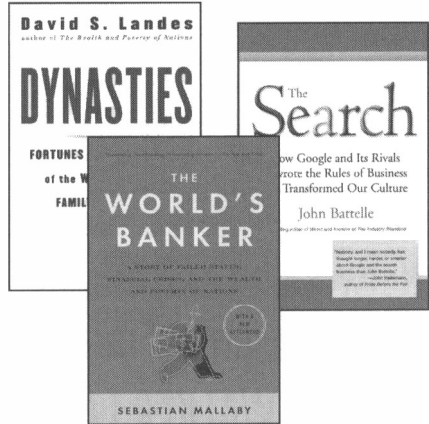
NEW FROM PENGUIN GROUP (USA)

DYNASTIES

**Fortunes and Misfortunes
of the World's Great Family Businesses**
DAVID S. LANDES

Landes scrutinizes the powerful family businesses that have ruled the financial and industrial sectors across Europe, Japan, and America to determine what factors can cause a dynasty to flourish or fail.

Viking 384 pp. 0-670-03338-3 \$25.95



AMERICAN THEOCRACY

**The Peril and Politics of
Radical Religion, Oil, and Borrowed
Money in the 21st Century**
KEVIN PHILLIPS

"A dazzling treatise on the collapse of Republican virtues under the fundamentalists and plutocrats united in the perfect storm of Bushism."—*Kirkus Reviews*.

Viking 352 pp. 0-670-03486-X \$26.95

THE WORLD'S BANKER
**A Story of Failed States,
Financial Crises, and the
Wealth and Poverty of Nations**
SEBASTIAN MALLABY

"A sophisticated, evenhanded take on the bank's last decade of development efforts."—*The New York Times*. "Mallaby's fascinating book on the World Bank is both timely and an excellent read."—*The Financial Times*.

Penguin 480 pp. 0-14-303679-3 \$17.00

THE SEARCH

**How Google and Its Rivals
Rewrote the Rules of Business
and Transformed Our Culture**
JOHN BATTELLE

"A must read for anyone endeavoring to understand one of the most important trends of this generation."—Mary Meeker, Managing Director, Morgan Stanley. "Battelle has...figured out why 'search' is so damned important to the future of everything digital. Impressive...compelling."—John Huey, editorial director, Time Inc.

Portfolio 320 pp. 1-59184-141-0 \$14.95
Available October 2006

BREAD AND ROSES
**Mills, Migrants, and the
Struggle for the American Dream**
BRUCE WATSON

"Watson dramatically and effectively brings back to life the 1912 Lawrence strike....He captures the contours of industrial New England... and carefully lays out the ideological beliefs and personal circumstances of the conflict's many principal actors."—*Chicago Tribune*.
16 pp. b/w photos.

Penguin 352 pp. 0-14-303735-8 \$16.00

THE SACK OF ROME
**How a Beautiful European Country
with a Fabled History and a
Storyed Culture Was Taken Over
by a Man Named Silvio Berlusconi**
ALEXANDER STILLE

"A brilliant commentary on democracy.... Stille's fascinating account of the decadence of Italian democracy contains potent lessons for other nations."—Arthur M. Schlesinger, Jr.
The Penguin Press 288 pp. 1-59420-053-X \$25.95

Also of Interest:

DEVILS ON THE DEEP BLUE SEA
**The Dreams, Schemes, and Showdowns
That Built America's Cruise-Ship Empire**
KRISTOFFER GARIN

Plume 384 pp.
0-452-28734-0 \$16.00

PENGUIN GROUP (USA) www.penguin.com/academic
Academic Marketing Department, 375 Hudson Street, New York, New York 10014



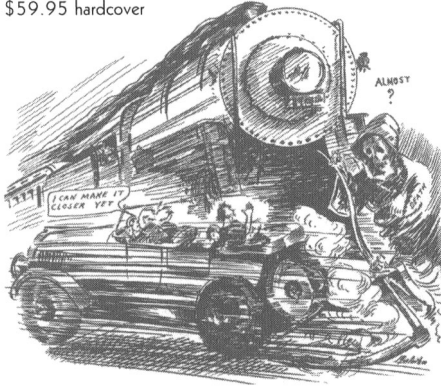
Death Rode the Rails

American Railroad
Accidents and Safety,
1828–1965

Mark Aldrich

By 1907 railroads had become the largest cause of violent death in the United States, claiming that year the lives of nearly twelve thousand passengers, workers, and others. Mark Aldrich explores the evolution of railroad safety by examining a variety of incidents: the spectacular train wrecks, the smaller accidents in shops and yards which devastated the lives of workers and their families, and the deaths of thousands of women and children killed while walking on or crossing the street-grade tracks.

\$59.95 hardcover



The Business of Civil War

Military Mobilization and the State,
1861–1865

Mark R. Wilson

“An impressively researched and fresh contribution to the field, *The Business of Civil War* illustrates the role of the military in the American political economy, detailing how the army comes to the fore as orchestrator and manager of the wartime economy and how the Civil War experience may have laid the foundation for postwar developments.”

—Merritt Roe Smith, Massachusetts Institute of Technology

Johns Hopkins Studies in the History of Technology
Merritt Roe Smith, Series Editor

\$45.00 hardcover

Catastrophes and advances

How New York Became American, 1890–1924

Angela Blake

Angela Blake explores how advertising professionals and savvy business leaders “reinvented” New York, creating a brand image of the city that capitalized on the trend toward pleasure travel. Blake examines the ways in which these early boosters built on the attention drawn to the city and its exotic populations to craft an image of New York City as America writ urban—a place where the arts flourished, diverse peoples lived together boisterously but peacefully, and where one could enjoy a visit.

\$49.95 hardcover

Sound Recording

The Life Story of a Technology

David L. Morton Jr.

“Traces the development of sound technology in the U.S. and Europe from the first demonstration of the phono-autograph in 1857 to the latest MP3 technology. Morton skillfully blends a basic understanding of the physical principles involved in recording sound waves with an interesting chronological account that examines the cultural and economic issues affecting the development of sound technology.”

—*Choice*

\$19.95 paperback

Cars and Culture

The Life Story of a Technology

Rudi Volti

A succinct yet comprehensive history, *Cars and Culture* highlights the technical changes that altered the appearance and performance of automobiles, along with the myriad forces that have shaped the car's development.

\$19.95 paperback

The Johns Hopkins University Press • 1-800-537-5487 • www.press.jhu.edu

ROBERT E. WRIGHT



THE FIRST WALL STREET



CHESTNUT STREET, PHILADELPHIA &
THE BIRTH OF AMERICAN FINANCE

THE FIRST WALL STREET

*Chestnut Street, Philadelphia,
and the Birth of American Finance*

Robert E. Wright

"An under-covered period of American economic history is the time between the beginning of the Revolution and the emergence of New York as the nation's financial capital, a time when Philadelphia held that title. Robert Wright has filled in the gap with a highly readable, richly detailed, and continually interesting account of 'the first Wall Street.'

This is a book not to be missed by history buffs and scholars alike."

—Roy C. Smith, New York University

Cloth \$25.00



The University of Chicago Press

1427 East 60th Street, Chicago, IL 60637
www.press.uchicago.edu

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 (200622) 80:2; 1-I