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Contents

BUSINESS HISTORY AND VARIETIES OF CAPITALISM

ARTICLES

“Varieties of Capitalism” Roundtable

Essays by *V. R. Berghahn, Gary Herrigel, Martin Jes Iversen, Cathie Jo Martin, Rory M. Miller, Kathleen Thelen, Richard Whitley, Mira Wilkins, and Jonathan Zeitlin* • 637

William Lazonick, Innovative Business Models and Varieties of Capitalism: Financialization of the U.S. Corporation • 675

Jeffrey Fear and Christopher Kobrak, Banks on Board: German and American Corporate Governance, 1870–1914 • 703

NATIONAL BUSINESS SYSTEMS: FOCUS ON THE NETHERLANDS

Keetie Sluyterman, Introduction: Changing Business Systems in the Netherlands in the Twentieth Century • 737

Bram Bouwens and Joost Dankers, The Invisible Handshake: Cartelization in the Netherlands, 1930–2000 • 751

Abe de Jong, Ailsa Röell, and Gerarda Westerhuis, Changing National Business Systems: Corporate Governance and Financing in the Netherlands, 1945–2005 • 773

Keetie Sluyterman and Ben Wubs, Multinationals and the Dutch Business System: The Cases of Royal Dutch Shell and Sara Lee • 799

ANNOUNCEMENTS • 823

BOOK REVIEWS • 829

Ian Blanchard, The International Economy in the “Age of the Discoveries,” 1470–1570: Antwerp and the English Merchants’ World. Reviewed by *Jeroen Puttevils* • 853

John C. Burnham, Accident Prone: A History of Technology, Psychology, and Misfits of the Machine Age. Reviewed by *Mark Aldrich* • 836

Martin Chick, Electricity and Energy Policy in Britain, France and the United States since 1945. *Reviewed by* William J. Hausman • 834

Andreas Fricke, Markteintritt und -bearbeitung in der Automobilindustrie: Volkswagen in den USA—Eine empirische Untersuchung auf Basis von Dunning's *Eklektischem Paradigma* [Market Entry and Cultivation in the Automobile Industry: The Volkswagen Company in the USA—An Empirical Investigation Based on Dunning's *Eclectic Paradigm*].
Reviewed by Stephanie Tilly • 841

Stephan Haggard and Robert R. Kaufman, Development, Democracy, and Welfare States: Latin America, East Asia, and Eastern Europe.
Reviewed by Juan Carlos Echeverry • 855

Matthew Hilton, Prosperity for All: Consumer Activism in an Era of Globalization. *Reviewed by* Nelson Lichtenstein • 831

Niv Horesh, Shanghai's Bund and Beyond: British Banks, Banknote Issuance, and Monetary Policy in China, 1842–1937.
Reviewed by Linsun Cheng • 849

Bruce A. Kimball, The Inception of Modern Professional Education: C. C. Langdell, 1826–1906. *Reviewed by* Robert R. Locke • 839

Luc Marco, Histoire managériale du Bazar Bonne-Nouvelle: Galeries marchandes à Paris, 1835–1863 [Managerial History of Bazar Bonne Nouvelle: Shopping Arcades in Paris, 1835–1863].
Reviewed by Eugénie Briot • 846

Kathleen E. A. Monteith, Depression to Decolonization: Barclays Bank (DCO) in the West Indies, 1926–1962.
Reviewed by Stephanie Decker • 851

William I. Robinson, Latin America and Global Capitalism: A Critical Globalization Perspective. *Reviewed by* Carlos Dávila • 829

Vera Zamagni, Finmeccanica: Competenze che vengono da lontano [Finmeccanica: Competencies Acquired Over the Long Term].
Reviewed by Andrea Goldstein • 844

INDEX TO VOLUME 84 • 859

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Editors' correction: On page 444 of the Autumn 2010 issue of the *Review*, the labels of Figure 1's key were inadvertently reversed. A corrected version of the article is available for download at <http://www.hbs.edu/bhr/>.