

Announcing a unique information service . . .

# THE WALL STREET REVIEW OF BOOKS

*A Quarterly Review*

The only professional journal devoted exclusively to reviewing works of interest and importance to the securities and financial communities, and to libraries serving their informational needs . . .

**THE WALL STREET REVIEW OF BOOKS** is a quarterly journal dedicated to publishing timely, professional, in-depth reviews of popular and scholarly works of interest to the financial and business community.

WSRB reviews mainly trade and professional books in the fields of economics, business, finance, banking, economic and business history, and other branches of the social sciences. Novels, especially those dealing directly with finance and business, will be considered, as well as textbooks and other teaching materials.

WSRB includes articles on subjects of relevance to the wall street community.

WSRB reviewers include Mr. Joel Brown, United States Lines (Massie, et al., *Management in an International Context*); Prof. Carl Danziger, Rutgers University (Huber, *The American Idea of Success*); Prof. Robert Evans, Jr., Brandeis University (Tatsuta, *Securities Regulation in Japan*); Prof. Harold Yuker, Hofstra University (Schultz, *Panics and Crashes and How You Can Make Money Out of Them* and Zahorchak, *The Art of Low Risk Investing*); Prof. Lawrence Galfand, University of Iowa (Kapoor and Grub, *The Multi-National Enterprise in Transition*).

WSRB is published quarterly by Docent in March, June, September and December.

Volume 1 — 1973 (Available)  
Volume 2 — 1974 (Current)

## Subscription Order Form

### WALL STREET REVIEW OF BOOKS

c/o Docent Corp., 430 Manville Rd., Pleasantville, N.Y. 10570

Enter \_\_\_\_\_  individual  institutional subscription(s)  
(number)

for \_\_\_\_\_ year(s)

	1 year	2 years	3 years
Individual	\$ 9.00	\$17.00	\$25.00
Institutional	\$12.00	\$23.00	\$34.00

[Single issue price \$2.40]

Subscriptions are on a volume-year  
(4 issues) only

Shipment cannot be made without payment  
Subscribers outside U.S. add \$2.00 to  
applicable rates

\_\_\_\_\_  
SUBSCRIBER NAME AND C/O

\_\_\_\_\_  
STREET OR BOX

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE AND ZIP

\_\_\_\_\_  
AUTHORIZED BY

# The First History of American Multinational Enterprise

*"All scholars analyzing the experience of the multinational enterprise will have to rely heavily on the record Dr. Wilkins presents here. Her history must long remain a basic source for historians, economists, and political scientists . . ."*

—Alfred Chandler, Jr.

**JUST PUBLISHED**

## **The Maturing of Multinational Enterprise**

**American Business Abroad  
from 1914 to 1970**

by Mira Wilkins

An indispensable history of the growth and activities of giant American multinational corporations abroad from 1914 to 1970, this study is a comprehensive work of prodigious research and erudition by the preeminent scholar in business history.

American multinational enterprise is not new. Over time, giant U. S. multinational corporations have crossed political boundaries, so much so that their activities now command worldwide attention. *Harvard Studies in Business History.* \$22.00

**ALSO AVAILABLE**

## **The Emergence of Multinational Enterprise**

**American Business Abroad  
from the Colonial Era  
to 1914**

by Mira Wilkins

In this first history of the involvement of American Business in direct foreign investment, the author recounts the early investment activities of such familiar companies as Singer, United Fruit, Edison, American Smelting and Refining, Anaconda Copper, American Telephone, and International Harvester. \$9.50

**Harvard University Press Cambridge, Mass.**

# fall books

**Statistical View of the Trusts: A Manual of Large American Industrial and Mining Corporations Active Around 1900**

by David Bunting  
approx. 314 pages.  
\$14.00

Through a skillful tracing of the one hundred largest individual corporations of the period, Professor Bunting has placed the trusts in their proper historical and economic perspective. Statistical tables. Indexes.

**The New Deal in Georgia**

by Michael Holmes  
LC 74-289. ISBN 0-8371-7375-2.  
December. \$14.95

Professor Holmes examines the structures of major New Deal agencies in Georgia and isolates and defines those factors which affected attainment by the agencies of intended goals.

(Contributions in American History, No. 36).

**Efficiency and Expansion: Foreign Trade Organization in the Wilson Administration, 1913-1921**

by Burton I. Kaufman  
LC 73-20971. ISBN 0-8371-7338-8.  
\$12.50

This is a detailed study of the effort to develop foreign trade during Wilson's administration, when business and political leaders tried to create a foreign trade organization as efficient as that of Germany.

(Contributions in American History, No. 34).

**The American Banking Community and The New Deal Banking Reforms, 1933-1935**

by Helen M. Burns  
LC 72-789. ISBN 0-8371-6362-5.  
\$11.95

Helen Burns traces the history of the remedial legislation enacted at a crucial time in the history of American banking.

(Contributions in Economics and Economic History, No. 11).

**Biographical Dictionary of American Labor Leaders**

edited by Gary M Fink and Milton Cantor  
LC 74-9322. ISBN 0-8371-7643-3.  
\$19.95

This major reference work includes more than five hundred sketches of individuals who had a substantial impact on the American labor movement. Comprehensive indexes and appendixes. Bibliographic references for each subject.

**State and Regional Patterns in American Manufacturing, 1860-1900**

by Albert W. Niemi, Jr.  
approx. 232 pages.  
\$11.00

This pioneer work offers statistical evidence as to the dispersal of industry after the Civil War and its later concentration as well as the changes in the structural composition of American manufacturing output.

AVAILABLE FROM

**greenwood  
press** a division of Williamhouse-Regency Inc.  
51 riverside avenue, westport, connecticut 06880

## **The Anzin Coal Company, 1800–1833**

### **Big Business in the Early Stages of the French Industrial Revolution**

Reed G. Geiger

This pioneering study describes how the largest French mining firm of its day became a prime example of early French industrial power and profitability. Anzin held a virtual monopoly on coal production in northern France and was regarded as an example of good management and up-to-date techniques. Professor Geiger traces Anzin's history as it related to key economic issues of the time, and explains the economic factors that contributed to its success. "Truly impressive scholarship. This book is sure to be met with wide and lasting interest in the field of economic history."—Martin Wolfe, University of Pennsylvania. \$18.00

Published by  
**The University of Delaware Press**

Distributed by  
**Temple University Press**  
Philadelphia, Pa. 19122

## ***Strategy, Structure, and Economic Performance***

***Richard P. Rumelt***

Combining analytical description of prevalent strategies with a statistical survey of their performance, Mr. Rumelt examines the interrelationship of diversification strategy, organizational structure, and economic performance. *Richard D. Irwin Prize. Division of Research, Harvard Business School.* \$10.00

**HARVARD UNIVERSITY PRESS    CAMBRIDGE, MASS.**



## Newcomen Awards in Business History

*Presented by*

THE NEWCOMEN SOCIETY IN  
NORTH AMERICA

*in cooperation with*

THE BUSINESS HISTORY REVIEW

¶ Two Newcomen Awards in Business History are offered annually for articles published in the *Business History Review*. The *First Prize*, of \$250, is awarded the article judged, according to the rules outlined below, to be the best of the year. The *Special Award*, of \$100, is for the best article by an author who is not more than 35 years of age and who has not published a book.

¶ Prize articles are selected by a panel of judges composed of a representative of The Newcomen Society and members of the Advisory Board of the *Business History Review*. No member of the Advisory Board or editorial staff shall be eligible for a prize, and articles so authored will not be considered in the judging. Authors eligible for the *Special Award* shall also be eligible for the *First Prize*, but in no event shall both prizes be awarded for the same article. The Advisory Board reserves the right to withhold the *Special Award* in the event that eligible articles do not, in the Board's judgment, merit prize consideration. The awards program is administered by the editorial offices of the magazine.

¶ Criteria for selection include: originality, value, breadth, and interest of contribution, quality of research materials and methods, and quality of presentation.

# THE HISTORY OF AMERICAN MANAGEMENT

Selections from the  
*Business History Review*

Edited & with an Introduction by

JAMES P. BAUGHMAN  
Harvard Graduate School  
of Business Administration

Original essays which view in historical perspective the key problems faced by managers of large-scale American enterprise. The emphasis is on "Big Business" covering the period from 1850 to 1950. Focuses on volatile questions and dramatic incidents in the business world. The essays give substantive information about historical events and provide for discussion of the real world versus the ideal world. Presents sufficient data to provide stimulating discussions about each selection.

(38926-2)      264 pp., cloth \$5.95

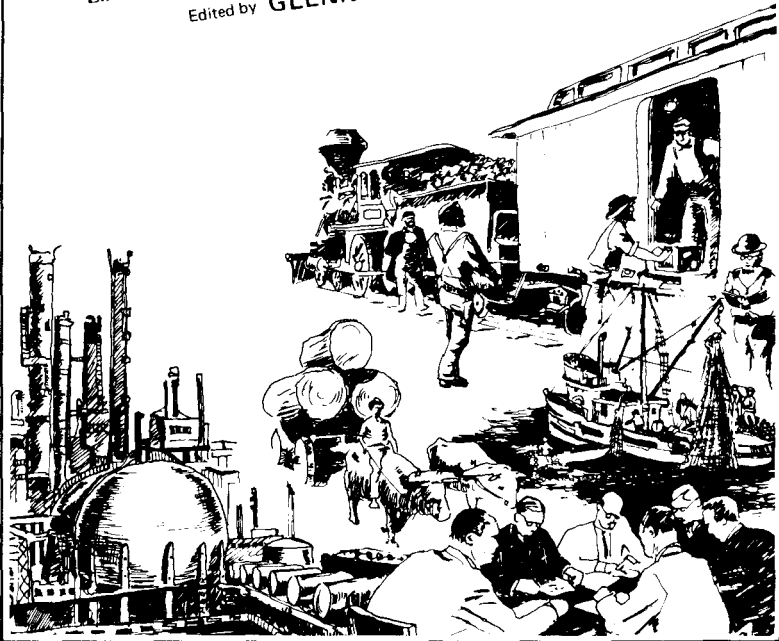
Orders are processed faster if **Title** and **Title Code** appear on your order.

For an approval copy, write Box 903

**PRENTICE-HALL**  
Englewood Cliffs, New Jersey 07632

# ENTERPRISE AND NATIONAL DEVELOPMENT

ESSAYS IN CANADIAN BUSINESS AND ECONOMIC HISTORY  
Edited by GLENN PORTER AND ROBERT CUFF



These essays deal with a wide range of important topics in the interaction of business, government, and society in Canada. Their value is two-fold. As careful explorations of Canadian history, they provide important insights into the Canadian past. But the issues they treat are still with us, and these essays make important contributions to the continuing debate over such enduring issues as the mainsprings of national identity, the impact of foreign influence on the economy, the search for economic growth, and the optimum relationship between federal and provincial governments in shaping national development.

These essays appeared originally in *Business History Review*. Contributors: Glenn Porter, Christopher Armstrong, H. V. Nelles, Michael Bliss, T. W. Acheson, Stephen Scheinberg, Patricia E. Roy, Alan Wilson. 138 pp. \$2.50/\$6.95.

**HAKKERT 554 SPADINA CRESCENT TORONTO M5S 2J9 CANADA**