

## **Newcomen Awards in Business History**

For the best article published in the *Business History Review* during the previous year the Society will award a prize of \$300 and a scroll. For the best article published in the *Business History Review* during the previous year by a graduate student or a recent Ph.D. who has not published a book in business history, the Society will award a special prize of \$150 and a scroll. Criteria for selection include originality, value, breadth and interest of contribution, quality of research materials and methods, and quality of presentation.

Winners will be selected by a panel of judges consisting of the editors and the members of the editorial board of the *Business History Review*, none of whom shall be eligible to receive a prize. The awards are administered by the editorial office of the *Review*. No special prize will be awarded in years when, in the opinion of the judges, no eligible article suitable for the prize was published, and no person may be awarded both prizes in any one year.

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**ANNOUNCING  
THREE AWARDS  
IN  
BUSINESS HISTORY**



**PRESENTED BY  
THE NEWCOMEN  
SOCIETY  
OF THE  
UNITED STATES**

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## **Thomas Newcomen Book Award in Business History**

The Newcomen Society of the United States, in cooperation with the *Business History Review*, will award in 1988 the ninth in a series of triennial prizes consisting of \$1,000 and a scroll for the best book on the history of business published in the United States between 1985 and 1987. "Business history" is defined in its broadest sense to include not only the history of firms or industries, but books tracing interactions of business leaders, analyses of business philosophy or behavior, and studies of the adjustment of businesses and businesspeople to their economic, political, and social environments. Criteria for selection will include contribution to knowledge, depth of analysis, soundness of reasoning, clarity of style and organization, and general readability and format.

Judges for the 1988 award will be announced at an appropriate time by the Harvard Business School and the Newcomen Society of the United States.

# History and Theory.

New titles from Harvard University Press

## **The Morgans**

Private International  
Bankers, 1854–1913

**Vincent P. Carosso**

Using for the first time the large collections that constitute the Morgans' own business records, as well as other private papers and public archives, Vincent Carosso presents a comprehensive history of the House of Morgan's enormous economic and political power.

*Harvard Studies in Business*

*History*, 38

\$65.00

## **Mobilizing**

### **Invisible Assets**

**Hiroyuki Itami**

*With Thomas W. Roehl*

"This book is essential reading for executives seeking a management strategy to fit a world in the midst of stormy change. The 'invisible assets' concept being proposed by Professor Itami stands out as the essence of a creative approach for drawing out all of an organization's latent vitality."

—Setsuya Tabuchi, Chairman  
Nomura Securities

\$20.00

## **Learning about Risk**

Consumer and  
Worker Responses  
to Hazard Information

**W. Kip Viscusi**

**and Wesley A. Magat**

*With Joel Huber, Charles O'Connor,*

*James R. Bettman, John W. Payne,*

*and Richard Staelin*

Using original survey data as well as work in economics, decision science, marketing, and psychology, this book offers important new evidence on people's risk assessments and ensuing choices when dealing with labelled hazardous products or chemicals.

\$27.50

## **Productivity and**

### **U.S. Economic Growth**

**Dale Jorgenson,**

**Frank Gollop, and**

**Barbara Fraumeni**

The authors study the United States' explosive increase in economic activity between 1947 and 1979, demonstrating that the driving force behind the economy's massive expansion was a vast mobilization of capital and labor resources.

*Harvard Economic Studies*, 159

\$32.00

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