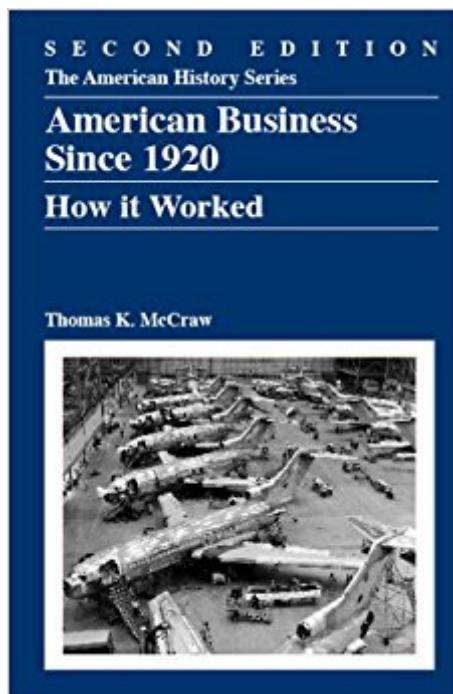


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American Business Since 1920: How It Worked



Synopsis

It's safe to say that since the first appearance of Thomas McCraw's contribution to Harlan Davidson's American History Series in 2000, American business has taken some of the most dramatic, perhaps most incredible, turns in its history. Far more than an update, the second edition of one of our most popular texts has been carefully revised and reorganizedâ "not only to include necessary new coverage but to present more fully and forcefully the book's central argument and major themes, making this new edition even more "teachable" for instructors and accessible to student readers. Unique in the market for its breadth of coverage and depth of analysis, the new edition of our uncommonly readable book by Pulitzer Prize-winning author Thomas K. McCraw will continue as a classic supplementary text in a variety of undergraduate as well as graduate courses and seminars. Featuring three banks of striking photographs and a completely up-to-date bibliographic essay, this compact, enjoyable work will be highly appreciated by all students of U.S. business history and the art of administration.

Book Information

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Customer Reviews

Praise for the first edition: "This succinct, well-organized, and elegantly written account accomplishes a lot. McCraw succeeds in presenting the human dimension behind the development of American business since 1920." (Business History Review, May 2001)

Thomas K. McCraw is the Straus Professor of Business History Emeritus at Harvard Business School. Among the many books he has written or co-authored are Prophet of Innovation: Joseph

Schumpeter and Creative Destruction, which in 2008 was awarded the Hagley Prize for Business History, the Spengler Prize in the History of Economics and the biennial award given by the International Schumpeter Society; Creating Modern Capitalism: How Entrepreneurs, Companies, and Countries Triumphed in Three Industrial Revolutions (1997); Management Past and Present: A Casebook in American Business History (1996); American Versus Japan: A Comparative Study of Business-Government Relations (1986), and Prophets of Regulation, which won the Pulitzer Prize in History in 1985 and the triennial Thomas Newcomen Book Award in 1986. He has served as editor of the Business History Review, as associate editor of The Encyclopedia of the United States in the Twentieth Century, and as president and trustee of the Business History Conference. He has been a member of the Board of Syndics of Harvard University Press, the Council of the Massachusetts Historical Society, the advisory board of Nomura School of Advanced Management (Tokyo), and the editorial boards of Reviews in American History and Harvard Business Review.

Very interesting book on the evolution of business in America. Would recommend to any business student or anyone who has interest in this area.

great read

McCraw's book is a great synopsis that I will be using for my Business History class at the University of Toledo.

This book is very well written. It touches on the most important developments in American business. I learned a lot, despite its condensed nature. Highly recommended for anyone studying business or management.

This is a well written book with lots of details and research into the subject. Must read for everyone interested in biggest companies and the American business.

The book was received in new condition as expected. My only complaint is that expedited shipping was not an option and it took 16 days from order to delivery to receive the product.

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