

Enterprise

& Society

THE INTERNATIONAL
JOURNAL OF
BUSINESS HISTORY



MARCH 2016 • VOLUME 17 • NUMBER 1
ISSN 1467-2227 • ONLINE ISSN 1467-2235
PUBLISHED IN ASSOCIATION WITH
THE BUSINESS HISTORY CONFERENCE

CAMBRIDGE
UNIVERSITY PRESS

Editor

Andrew Popp, University of Liverpool

Associate Editors

Shane Hamilton, University of Georgia

Per Hansen, Copenhagen Business School

Sharon Ann Murphy, Providence College

Associate Editor for Reviews

Richard Weiner, Indiana University-Purdue University Fort Wayne

Managing Editor

Carol Ressler Lockman, Hagley Museum and Library

Associate Editor, ex officio

Roger Horowitz, Hagley Museum and Library

EDITORIAL BOARD

Franco Amatori (Bocconi University)

Gerben Bakker (London School of Economics)

Edward J. Balleisen (Duke University)

Maria Ines Barbero (University of Buenos Aires)

Hartmut Berghoff (German Historical Institute, DC)

Regina Blaszczyk (University of Leeds)

Peter Coclanis (University of North Carolina-Chapel Hill)

Paul Duguid (University of California, Berkeley)

Patrick Fridenson (École des Hautes Études en Sciences Sociales)

Louis Galambos (Johns Hopkins University)

Tiffany Gill (University of Delaware)

Barbara Hahn (Texas Tech University)

Leslie Hannah (London School of Economics)

William Hausman (College of William and Mary)

Kris Inwood (University of Guelph)

Richard John (Columbia University)

Geoffrey Jones (Harvard Business School)

Matthias Kipping (York University)

Christopher Kobrak (ESCP, Europe)

Pamela Laird (University of Colorado Denver)

Claire Lemerrier (CNRS)

Margaret Levenstein (University of Michigan)

Kenneth Lipartito (Florida International University)

Manuel Llorca-Jana (University of Santiago, Chile)

Teresa da Silva Lopes (University of York)

Christopher McKenna (University of Oxford)

Stephen Mihm (University of Georgia)

Paul Miranti (Rutgers University)

Rowena Olegario (Saïd Business School, University of Oxford)

Mary O'Sullivan (Université de Genève)

Harm Schröter (Universitetet i Bergen)

Philip Scranton (Rutgers University)

Brett Sheehan (University of Southern California)

Richard Sylla (New York University)

Steven Usselman (Georgia Institute of Technology)

Kazuo Wada (Tokyo University)

Robert Weems (University of Missouri)

Mira Wilkins (Florida International University)

JoAnne Yates (Massachusetts Institute of Technology)

Mary Yeager (University of California-Los Angeles)

Madeleine Zelin (Columbia University)

ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

Published by Cambridge University Press for the Business History Conference

Volume 17, Number 1

March 2016

ARTICLES

- Career Paths in Institutional Business Elites: Finnish Family Firms from 1762–2010 1
Juha Kansikas
- “Slowly Becoming Sales Promotion Men?”: Negotiating the Career of the Sales Representative in Britain, 1920s–1970s 39
Mike French
- Twentieth-Century Enterprise Forms: Japan in Comparative Perspective 80
Leslie Hannah and Makoto Kasuya
- Changing Hegemonic Strategies of Business in Turkey before and after the Neoliberal Turn: from Defense to Counter-Attack 116
Melih Yeşilbağ
- Keeping Children Safe is Good Business: The Enterprise of Child Safety in the Age of Reagan 151
Paul Mokrzycki Renfro

REVIEWS

- Leon Fink. *The Long Gilded Age: American Capitalism and the Lessons of a New World Order* 188
Reviewed by Mary O. Furner
- Shellen Xiao Wu. *Empires of Coal: Fueling China's Entry into the Modern World Order, 1860–1920* 192
Reviewed by Joyman Lee
- E.C. Spary. *Feeding France: New Sciences of Food, 1760–1815* 195
Reviewed by Ken Albala
- Gregory Clark. *The Son Also Rises: Surnames and the History of Social Mobility* 197
Reviewed by Timothy Koechlin
- Daryl M. Hafter, Nina Kushner, eds. *Women and Work in Eighteenth-Century France* 200
Reviewed by Deborah Bauer
- Barbara H. Stein and Stanley J. Stein. *Crisis in an Atlantic Empire: Spain and New Spain, 1808–1810* 204
Reviewed by Richard Salvucci

Gunnar Trumbull. <i>Consumer Lending in France and America: Credit and Welfare</i>	207
Reviewed by Jan Logemann	
Christopher F. Jones. <i>Routes of Power: Energy and Modern America</i> and Andrew Needham. <i>Power Lines: Phoenix and the Making of the Modern Southwest</i>	210
Reviewed by Paul W. Hirt	
Abigail L. Swingen. <i>Competing Visions of Empire: Labor, Slavery, and the Origins of the British Atlantic Empire</i>	214
Reviewed by Daniel Livesay	
David E. Nye. <i>America's Assembly Line</i>	217
Reviewed by John L. Conant	
Marilyn L. Taylor, Robert J. Strom, and David O. Renz, eds. <i>Handbook of Research on Entrepreneurs' Engagement in Philanthropy</i>	220
Reviewed by Zoltan J. Acs	
Shenggen Fan, Ravi Kanbur, Shang-Jin Wei, and Xiaobo Zhang (eds.). <i>The Oxford Companion to the Economics of China</i>	223
Reviewed by Kent Deng	
Gregory L. Schneider. <i>Rock Island Requiem: The Collapse of a Mighty Fine Line</i>	225
Reviewed by Simon Cordery	
Katherine C. Epstein. <i>Torpedo: Inventing the Military-Industrial Complex in the United States and Great Britain</i>	227
Reviewed by Lindsay Schakenbach Regele	
Mark Metzler. <i>Capital as Will and Imagination: Schumpeter's Guide to the Postwar Japanese Miracle</i>	230
Reviewed by Penelope Francks	
Mark Wasserman. <i>Pesos and Politics: Business, Elites, and Government in Mexico, 1854–1940</i>	233
Reviewed by Ted Beatty	

Cover design by Adam Albright

SUBSCRIPTION INFORMATION

Enterprise & Society [ISSN 1467-2227] is published four times a year (March, June, September, and December) for the Business History Conference by Cambridge University Press. Institutional subscriptions can be purchased direct from Cambridge University Press or through any major subscription agent. Print-only, online-only and bundled print and online prices are all available, and subscription prices are tiered according to institution type and size.

Please contact Cambridge University Press for further details:

For customers in North America

Email: subscriptions_newyork@cambridge.org;

Phone: (800) 872-7423, option 4

For customers outside of North America

Email: journals@cambridge.org;

Phone: +44 (0)1223-32-6070; Fax: +44 (0)1223-32-5150

ADVERTISING

To advertise in the journal please email USAdSales@cambridge.org or telephone +1(212) 337-5053 in the USA, Canada, or Mexico; email ad_sales@cambridge.org or telephone +44 (1223) 325083 in the rest of the world.

ABSTRACTING AND INDEXING

Articles published in *Enterprise & Society* are indexed by *ABI/INFORM*, *America: History and Life*, *EconLit*, *e-JEL*, *Historical Abstracts*, *JEL on CD*, and *Social Science Research Network (SSRN)*.

Photocopying information: All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: <http://journals.cambridge.org/action/rightsAndPermissions>.

Permission to copy (for users in the USA) is available from Copyright Clearance Center <http://www.copyright.com>; or email info@copyright.com.

Reprints of individual articles may be ordered. For information on reprints, please contact Cambridge University Press.

POSTAL INFORMATION

Send address changes in the USA, Canada, and Mexico to: *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, 32 Avenue of the Americas, New York, NY 10013. Send address changes elsewhere to *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, England.

DISCLAIMER

Statements of fact and opinion in the articles in *Enterprise & Society* are those of the respective authors and contributors and not of the Business History Conference or Cambridge University Press. Neither Cambridge University Press nor the Business History Conference make any representation, express or implied, in respect of the accuracy of the material in this journal and cannot accept any legal responsibility or liability for any errors or omissions that may be made. The reader should make her or his own evaluation as to the appropriateness or otherwise of any experimental technique described.

Copyright© 2016 Business History Conference. All rights reserved.

Printed in the United States of America