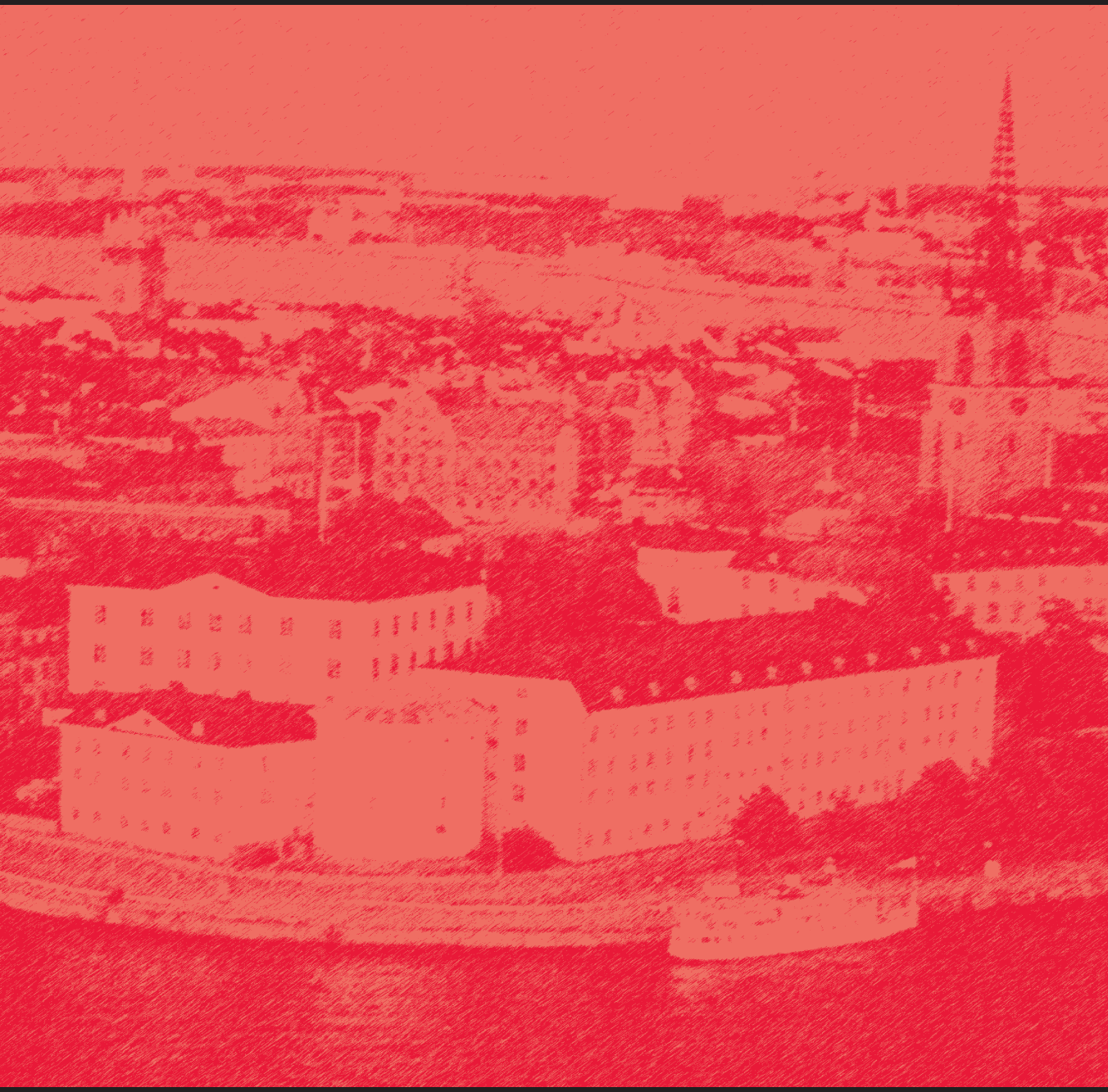
Enterprise & Society

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY



JUNE 2014 • VOLUME 15 • NUMBER 2
PRINT ISSN 1467-2227 • ONLINE ISSN 1467-2235
WWW.ES.OXFORDJOURNALS.ORG
PUBLISHED IN ASSOCIATION WITH
THE BUSINESS HISTORY CONFERENCE

https://doi.org/10.1017/S1467222700000276 Published online by Cambridge University Press

OXFORD
UNIVERSITY PRESS

Editor
Philip Scranton, Rutgers University
Associate Editors
Shane Hamilton, University of Georgia
Per Hansen, Copenhagen Business School
Sharon Ann Murphy, Providence College
Andrew Popp, University of Liverpool
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)
Maria Ines Barbero (University of Buenos Aires)
Gerben Bakker (London School of Economics)
Hartmut Berghoff (German Historical Institute, DC)
Regina Blaszczyk (University of Leeds)
Alberto Carreras (Universitat Pompeu Fabra)
William Childs (The Ohio State University)
Peter Coclanis (University of North Carolina-Chapel Hill)
Paul Duguid (University of California, Berkeley)
Colleen Dunlavy (University of Wisconsin-Madison)
Patrick Fridenson (École des Hautes Études en Sciences Sociales)
Louis Galambos (Johns Hopkins University)
Terry Gourvish (London School of Economics)
Shane Hamilton (University of Georgia)
Leslie Hannah (London School of Economics)
Per Hansen (Copenhagen Business School)
Howell Harris (University of Durham)
William Hausman (College of William and Mary)
Kris Inwood (University of Guelph)
Richard John (Columbia University)
Geoffrey Jones (Harvard Business School)
Mattias Kipping (York University)
Christopher Kobrak (ESCP, Europe)
Pamela Laird (University of Colorado Denver)
Claire Lemercier (CNRS)
Margaret Levenstein (University of Michigan)
Kenneth Lipartito (Florida International University)
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)
Andrew Popp (University of Liverpool)
Harm Schröter (Universitetet i Bergen)
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)

https://doi.org/10.1017/S1467222700000276 Published online by Cambridge University Press

Founded in 1954, the Business History Conference (BHC) is a non-profit organization devoted to encouraging all aspects of the research, writing, and teaching of business history and of the environment in which business operates. Its membership is international and representative of economists, historians, and those in allied fields, such as history of technology, accounting, labor, transportation, and government, who focus on business history as a means of understanding their subjects.

BHC Officers, 2014–2015

Mary Yeager, ***President***
Margaret Graham, ***President-Elect***
Per H. Hansen, ***Past-President***
Roger Horowitz, ***Secretary-Treasurer*** **(2011–2015)**

BHC Trustees

Ellen Hartigan-O'Connor **(2014–2017)**
Marina Moskowitz **(2014–2017)**
Caitlin Rosenthal **(2014–2017)**
David Sicilia **(2014–2017)**
Barbara Hahn **(2013–2016)**
Shane Hamilton **(2013–2016)**
David Weiman **(2013–2016)**
Gerben Bakker **(2012–2015)**
Marc Levinson **(2012–2015)**
Stephen Mihm **(2012–2015)**
Julia Ott **(2012–2015)**
Ken Lipartito, ***(Past President on Board 2014–2015)***

MEMBERSHIP

Persons interested in joining the Business History Conference should contact the Secretary-Treasurer: Roger Horowitz, Hagley Museum and Library, P.O. Box 3630, Wilmington, DE 19807-0630; Fax: 302-655-3188; e-mail: rh@udel.edu.

Complete information about the Business History Conference may be found on the organization's Web pages at www.thebhc.org.

Business and Economic History, the proceedings volume of the Business History Conference, was published through 1999 (Volume 28). For the 2000 annual meeting and thereafter, the presidential address and dissertation summaries will appear in the fourth issue of *Enterprise & Society*. Full text of the papers presented at each meeting will be made available in the BHC's online version of BEH on its Web site.

Visit the Web sites: www.es.oxfordjournals.org and www.thebhc.org/publications/eanshome.html.

LICENSE

It is a condition of publication in the journal that authors grant an exclusive license to the Business History Conference. This ensures that requests from third parties to reproduce articles are handled efficiently and consistently and will also allow the article to be as widely disseminated as possible. Authors may use their own material in other publications provided that the journal is acknowledged as the original place of publication and Oxford University Press as the publisher.

For full Guidelines, please see our Web site:
www2.h-net.msu.edu/business/bhcweb/publications/guidelin.html.

https://doi.org/10.1017/S1467222700000276 Published online by Cambridge University Press

ENTERPRISE & SOCIETY
THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

Published by Oxford University Press for the Business History Conference

Volume 15, Number 2
June 2014

ARTICLES

The Untold History of Transparency: Mercantile Agencies, the Law, and the Lawyers (1851–1916) 213
Marc Flandreau and Gabriel Geisler Mesevage

Women on Board: Female Board Membership as a Form of Elite Democratization 252
Eelke Michiel Heemskerk and Meindert Fennema

Embedding Big Business. The Political Economy of the 1938 Corporate Tax Reform in Sweden 285
Martin Eriksson

Resistance of the Defeated: German and Italian Big Business and the American Antitrust Policy, 1945–1957 307
Luciano Segreto and Ben Wubs

Christianity Today, J. Howard Pew, and the Business of Conservative Evangelicalism 337
Darren E. Grem

REVIEWS

Luis Bértola and José Antonio Ocampo. *The Economic Development of Latin America since Independence* 380
Reviewed by Manuel Llorca-Jaña

Aurora Gómez-Galvarriato. *Industry & Revolution, Social and Economic Change in the Orizaba Valley, Mexico* 382
Reviewed by Susan Gauss

Richard S. Grossman. *Unsettled Account: The Evolution of Banking in the Industrialized World Since 1800* 385
Reviewed by Eric Hilt

Wenkai He. *Paths toward the Modern Fiscal State: England, Japan, and China* 387
Reviewed by Elliot W. Brownlee

Janice M. Traflet. *A Nation of Small Shareholders: Marketing Wall Street after World War II* 390
Reviewed by James Taylor

https://doi.org/10.1017/S1467222700000276 Published online by Cambridge University Press

William A. Pettigrew. *Freedom's Debt: The Royal African Company and the Politics of the Atlantic Slave Trade, 1672–1752* 392
Reviewed by Matthew David Mitchell

Mary E. Fredrickson. *Looking South: Race, Gender, and the Transformation of Labor From Reconstruction to Globalization* 395
Reviewed by Henry M. McKiven, Jr

David Ciarlo. *Advertising Empire: Race and Visual Culture in Imperial Germany* 397
Reviewed by John Phillip Short

Drew Keeling. *The Business of Transatlantic Migration between Europe and the United States, 1900–1914* 400
Reviewed by Evangeline Eiler

Cyrus C. M. Mody. *Instrumental Community: Probe Microscopy and the Path to Nanotechnology* 403
Reviewed by Andrew L. Russell

Fred Inglis. *A Short History of Celebrity* 405
Reviewed by Amy Lippert

Edmund Phelps. *Mass Flourishing: How Grassroots Innovation Created Jobs, Challenge, and Change* 407
Reviewed by Balkrishna C. Rao

Richard Vahrenkamp. *The Logistics Revolution: The Rise of Logistics in the Mass Consumption Society* 410
Reviewed by Stig Tenold

William R. Nester. *From Mountain Man to Millionaire: The "Bold and Dashing Life" of Robert Campbell* 412
Reviewed by Matthew Luckett

Steven Fenberg. *Unprecedented Power: Jesse Jones, Capitalism, and the Common Good* 414
Reviewed by Jason Scott Smith

Cover design by Adam Albright

https://doi.org/10.1017/S1467222700000276 Published online by Cambridge University Press