Introduction

Andrew Popp

This issue brings to a close the twentieth volume of *Enterprise & Society*. It seems fitting to mark that milestone with a very brief look backwards. This journal sprang primarily from the vision, energy, and hard work of Will Hausman and Pat Denault, two cornerstones of the Business History Conference. Together they saw the scope for a journal of business history where the most innovative work in the field could find a natural home, an approach encapsulated in the wonderful title that was eventually chosen for the new journal. This was business history redefined as about much more than firms and industries. Firmly rooted in historical scholarship, *Enterprise & Society* was also founded on a belief in inclusivity and a restless quest to redefine the boundaries of the field. We owe Pat, Will, who went on to become the first editor, and those who followed him in that role, Ken Lipartito and Phil Scranton, a great debt; they have given us a rich vision of what business history can be. I hope that I am succeeding in carrying that vision forward.

Getting down to business, however, I have a packed issue to introduce. As is traditional, we lead off with the Presidential Address, this year from Teresa da Silva Lopes. First presented at a truly memorable beachside location in Cartagena, Colombia, Teresa's essay, entitled "'The Nature of the Firm' – and the Eternal Life of the Brand," is panoramic in scope, surveying the fields of multinational enterprise and branding, arguing that business history can act as a hub for dialogue between disciplines. She urges that business historians remain true to their core competences whilst carrying out ambitious comparative studies. As is also traditional, this issue carries summaries from each of the 2019 Krooss Prize finalists: Jeannette Estruth, Ted Fertik, Rachel Knecht, and Ghassan Moazzin. This year's winner was Ghassan Moazzin for his dissertation entitled "Networks of Capital: German Bankers and the Financial Internationalisation of China (1889-1919)." As always, the Krooss Prize finalists are a welcome reminder of how healthy the future of the field looks. Alongside the Presidential Address and the Krooss Prize summaries, this issue comes with a full complement of seven rich and varied research

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articles, taking us from Korea to England, to Wales, to Spain, amongst other places, and focuses on a wide range of different contexts and topics. Naturally, this issue also carries a strong suite of compelling book reviews.

Finally, I must thank the many people who make this journal possible. As ever my first thanks must go to the indefatigable Carol Lockman, who provides invaluable editorial support. Also vital to the success of the journal are Associate Editors Shane Hamilton, Per Hansen, Andrea Lluch, and Sharon Murphy, and Reviews Editor Alex Beasley. As a team we continue to receive wonderful support from colleagues at Cambridge University Press. Finally, but far from least, I must acknowledge the hard work and dedication of our reviewers, without whom we would be nothing. *Enterprise & Society* authors frequently comment on the very high quality of reviews that they receive from the journal: there is very little that gives me more satisfaction than when this happens. The following scholars acted as reviewers for this journal between September 1st 2018 and August 31st 2019: I wish to thank each of them.

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