

THE UNIVERSITY OF WISCONSIN
Department of History
Fall, 1981

History 647 - American Business History

Mr. Rothstein
5134 Humanities Building

Text: Krooss & Gilbert, American Business History
Bailyn, B., New England Merchants in the 17th Century
Livesay, H., American Made

Course Calendar:

Sept.	1 - Entrepreneurship in History	Text:	1-20
	3 - The European Background to American Business		
Sept.	8 - Companies and Colonies	Text:	21-49 Bailyn
	10 - Government and Business		
Sept.	15 - Merchants and Mercantilism	Text:	50-76
	17 - Land: Grants, Grabs, and Speculation		
Sept.	22 - Business and the American Revolution	Text:	77-85,
	24 - The Impact of Independence on Enterprise		Livesay 1-50
Sept.	29 - The Constitution as Counterrevolution	Text:	101-105
Oct.	1 - Neutrality, Opportunity, and Profits		
Oct.	6 - <u>Examination</u>		
	8 - The Industrial Revolution	Text:	85-100
Oct.	13 - Banking and Expansion	Text:	106-128
	15 - Transportation and Market Extension		
Oct.	20 - Regional Specialization and Market Size	Text:	128-143,
	22 - Distribution and Labor Recruitment		Livesay 53-156
Oct.	27 - Beginnings of Big Business	Text:	144-161
	29 - New Leaders: Robber Barons or Industrial Statesmen?		
Nov.	3 - Government Regulation and Promotion	Text:	162-198
	5 - The First Merger Movement		
Nov.	10 - Distribution, Capital Mobilization, and Morgan	Text:	222-242
	12 - Progressivism, Imperialism and War		
Nov.	17 - Merger Waves in the 20th Century	Text:	242-256, 298-317
	19 - Automobiles and the Business Society		Livesay 159-239
Nov.	24 - The Depression and Business	Text:	256-257, 329-333
Dec.	1 - World War II and the Mixed Economy	Text:	278-297, 318-329,
	3 - Profits, Prices and Wages		333-337
Dec.	8 - The Multinationals	Livesay:	241-294
	10 - The New Industrial State		

Reading List

Reserve Books:

Chandler, Alfred D.	The Visible Hand
<hr/>	Strategy & Structure
Hughes, J.R.T.	The Vital Few
North, Douglass	Growth & Welfare in the American Economy

Regular List:

Aiken, Hugh, ed.	Explorations in Enterprise
Aubey, Robt., Greenfield, et al	Entrepreneurship in Social Context
Adams, Donald R.	Finance & Enterprise in Early America
Averitt, Robt.	The Dual Economy
Backman, Jules, ed.	Business and the American Economy
Baughman, James, ed.	The History of American Management
<hr/>	The Mallorays of Mystic
Blair, John M.	Economic Concentration
<hr/>	The Control of Oil
Brooks, John	Once in Golconda
<hr/>	The Go-Go Years
Bruchey, Stuart, ed.	The Colonial Merchant
<hr/>	Cotton and the Antebellum Economy
Carosso, Vincent	The Roots of American Economic Growth
Caves, Richd.	Investment Banking in America
Chamberlain, John	Air Transport and its Regulators
Chandler, Alfred D. &	The Enterprising Americans
Salsbury, S.	P. S. Dupont and the Making of the Modern Corporation
Cochran, Thomas	Business and American Life
<hr/>	American Business in the 20th Century
Cramer, Clarence	200 Years of American Business
Cuff, Robert D.	American Enterprise
Douglas, Elisha P.	The War Industries Board
Cooling, Benj. F.	The Coming of Age of American Business
Freyer, Tony A.	War, Business & American Society
Galbraith, John K.	Forms of Order: Federal Courts and Business
<hr/>	American Capitalism
Galambos, Louis	The New Industrial State
<hr/>	Competition and Cooperation
Gras, N.S.B. and	The Public Image of Big Business
Larson, H.	Casebook in American Business History
Green, George	Finance and Economic Development of the Old South
Haas, H. van der	The Enterprise in Transition
Hacker, Louis	Alexander Hamilton and the American Tradition
<hr/>	The Triumph of American Capitalism
Hammond, Bray	Banking and Politics in America
Hawley, Ellis	The New Deal and the Problem of Monopoly
Heald, Morrell	Social Responsibilities of American Business
Heath, Jim F.	John F. Kennedy and the Business Community
Hedges, James	The Browns of Providence Plantations
Heilbroner, Robert	Business Civilization in Decline
Holbrook, Stewart	The Age of the Moguls

Hughes, J.R.T.	The Government Habit
Hesson, Robt. A.	In Defense of the Corporation
Hurst, J. Willard	Law and the Conditions of Freedom
<hr/>	The Legitimacy of the Business Corporation
Kaufman, Burton	Efficiency and Expansion
Keller, Morton	The Life Insurance Enterprise, 1885-1910
Kirkland, Edward	Dream and Thought in the Business Community, 1860-1900
<hr/>	Industry Comes of Age
Kolko, Gabriel	The Triumph of Conservatism
Krooss, H. & Blyn	A History of Financial Intermediaries
<hr/>	Documentary History of Banking & Currency (4 vols.)
<hr/>	Executive Opinion
Livesay, Harold & Porter	Merchants and Manufacturers
<hr/>	Andrew Carnegie and the Rise of Big Business
Martin, Albro	James J. Hill and the Opening of the Northwest
<hr/>	Enterprise Denied
Miller, George	Railroads and the Granger Laws
Miller, Wm., ed.	Men in Business
Nelson, Daniel	Managers & Workers
Nelson, Ralph L.	Merger Movements in American Industry, 1895-1956
Norris, James D.	R.G. Dun & Co.
Perkins, Edwin J.	Financing Anglo-American Trade
Schumpeter, Joseph	Democracy, Socialism and Capitalism
Seligman, Ron	The Potentates
Shepherd, James and Walton, Gary	The Economic Rise of Early America
Sobel, Robert	The Entrepreneurs
<hr/>	The Great Bull Market: Wall Street in the 1920's
<hr/>	The Age of the Giant Corporations, 1914-1970
<hr/>	Money Manias
Stover, John	American Railroads
Thorelli, Hans	Federal Anti-Trust Policy
Tolles, Fred	Meeting House and Counting House
Turner, Louis	Multinational Co.'s and the Third World
Vernon, Raymond	Storm over the Multinationals
Walsh, Margaret	The Manufacturing Frontier
Walton, Scott	Business in American History
Whyte, Wm. R.	The Organization Man
Wiebe, Robert	Businessmen and Reform
Wilkins, Mira	The Emergence of the Multinational Enterprise
Williamson, Harold F.	The Evolution of International Management Structure
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& Smalley	Northwestern Life