



British Business History, 1720-1994

By J. F. Wilson

MANCHESTER UNIVERSITY PRESS, United Kingdom, 1995.
 Paperback. Book Condition: New. New.. 232 x 156 mm.
 Language: English Brand New Book ***** Print on Demand
 *****. This textbook covers over three centuries of British business history from 1720 to the present day. Wilson argues that company culture has been the most important component in the evolution of business organisations and management practices. The influence of business culture on firms structure, sources of finance, and the background and training of senior managers are investigated to show its pivotal importance in determining business performance. The book also examines how British business adapted to changing economic, institutional and socio-cultural environments yet failed to develop the kind of managerial hierarchies typified by American and German corporations. Wilson uses an extensive number of case studies to support his conclusions. The book covers the subject chronologically with an extra chapter comparing Britain's experience with the USA, Germany and Japan.



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