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**EDUCATION:** Corpus Christi College, Cambridge, UK  
BA (Hons), MA, Ph.D. History  
Harvard University, US  
MA (Honorary)  
Copenhagen Business School, Denmark  
PhD (Honorary) Economics and Business Administration  
University of Helsinki, Finland  
PhD (Honorary)

**EMPLOYMENT:**  
2002– Harvard Business School, US  
*Isidor Straus Professor of Business History*  
2000–2002 Harvard Business School, US  
*Thomas Henry Carroll-Ford Foundation Visiting Professor of Business Administration*  
1999–2002 Erasmus University Rotterdam, The Netherlands,  
*Visiting Professor of Business History*  
1988–2002 Economics Department, Reading University, UK  
*Professor of International Business History*  
1979–1988 Economic History Department, London School of Economics, UK  
*Lecturer in Economic History*  
1977–1979 Corpus Christi College, Cambridge, UK  
*Research Fellow*

**PUBLICATIONS:**

**MONOGRAPHS**

*Profits and Sustainability. A History of Green Entrepreneurship* (Oxford University Press, 2017).  
*Entrepreneurship and Multinationals. Global Business and the Making of the Modern World* (Edward Elgar, 2013).  
*Beauty Imagined. A History of the Global Beauty Industry* (Oxford University Press, 2010).  
*Renewing Unilever. Transformation and Tradition* (Oxford University Press, 2005).  
*Multinationals and Global Capitalism* (Oxford University Press, 2005).  
*Merchants to Multinationals* (Oxford University Press, 2000).

*The Evolution of International Business* (Routledge, 1996).  
*British Multinational Banking 1830-1990* (Clarendon Press, 1993).  
(and Frances Bostock) *Planning and Power in Iran* (Frank Cass, 1989).  
*Banking and Oil: The History of the British Bank of the Middle East, volume 2* (Cambridge University Press, 1987).  
*Banking and Empire in Iran: The History of the British Bank of the Middle East, volume 1* (Cambridge University Press, 1986).  
*The State and the Emergence of the British Oil Industry* (Macmillan, 1981).

## **EDITED VOLUMES**

(and Niels Viggo Haueter) (eds.) *Managing Risk in Reinsurance. From City Fires to Global Warming* (Oxford University Press, 2017)  
(and Andrea Lluch) (eds.) *The Impact of Globalization on Argentina and Chile: Business Enterprises and Entrepreneurship* (Edward Elgar, 2015).  
(and Walter A. Friedman) (eds.) *Business History* (Edward Elgar, 2014).  
(and Walter A. Friedman) (eds.) *The Rise of the Modern Firm* (Edward Elgar, 2012).  
(and Andrea Lluch) (eds.) *El Impacto Histórico de la Globalización en Argentina y Chile: Empresas y Empresarios* (Temas Grupo, 2011).  
(and Jonathan Zeitlin) (eds.), *The Oxford Handbook of Business History* (Oxford University Press, 2008).  
(and Franco Amatori) (eds.) *Business History around the World* (Cambridge University Press, 2003).  
(and Lina Galvez-Munoz) (eds.) *Foreign Multinationals in the United States* (Routledge, 2001).  
(ed.) *The Trader Multinationals* (Routledge, 1998).  
(and Nicholas J. Morgan) (eds.) *Adding Value. Brands and Marketing in Food and Drink* (Routledge, 1994)  
(ed.) *The Making of Global Enterprise* (Frank Cass, 1994).  
(ed.) *Coalitions and Collaboration in International Business* (Edward Elgar, 1993).  
(and Mary Rose) (eds.) *Family Capitalism* (Frank Cass, 1993).  
(and Richard Tedlow) (eds.) *The Rise and Fall of Mass Marketing* (Routledge, 1993).  
(ed.), *Transnational Corporations: A Historical Perspective* (Routledge, 1993).  
(and Harm Schroter) (eds.) *The Rise of Multinationals in Continental Europe* (Edward Elgar, 1993).  
(and Charles Harvey) (eds.) *Organisational Capability and Competitive Advantage* (Frank Cass, 1992).  
(ed.) *Multinational and International Banking* (Edward Elgar, 1992).  
(ed.) *Banks and Money. International and Comparative Finance in History* (Frank Cass, 1991).  
(and Maurice W. Kirby) (eds.) *Competitiveness and the State* (Manchester University Press, 1991).  
(ed.) *Banks as Multinationals* (Routledge, 1990).  
(and Richard Davenport-Hines) (eds.) *British Business in Asia since 1860* (Cambridge University Press, 1989).  
(and Richard Davenport-Hines) (eds.) *The End of Insularity, Essays in Comparative Business History* (Frank Cass, 1988).

(and R. Davenport-Hines) (eds.) *Enterprise, Management and Innovation in British Business 1914-1980* (Frank Cass, 1988).  
(ed.), *British Multinationals: Origins, Management and Performance* (Gower, 1986).  
(and Peter Hertner) (eds.) *Multinationals: Theory and History* (Gower, 1986).  
(and Grisha Gerenstain) English edition and Introduction to P.V. Ol,' *Foreign Capital in Russia* (Garland Press, 1983).

## ARTICLES IN REFEREED JOURNALS

(and Gareth Austin and Carlos Davila) "The Alternative Business History: Business in Emerging Markets," *Business History Review* 91, 3 (Fall 2017)  
(and Cheng Gao, Tiona Zuzul, and Tarun Khanna) "Overcoming Institutional Voids: A Reputation-Based View of Long Run Survival," *Strategic Management Journal* (November 2017).  
(and Andrew Spadafora) "Creating Ecotourism in Costa Rica, 1970–2000," *Enterprise & Society* 18, 1 (January–March 2017).  
(and Simon Mowatt) "National Image as a Competitive Disadvantage: The Case of the New Zealand Organic Food Industry," *Business History* 58 (October- December 2016).  
(and Asli Colpan) "Business groups, entrepreneurship and the growth of the Koç Group in Turkey," *Business History* 58 (January-March 2016).  
(and Christos Pitelis) "Entrepreneurial Imagination and a Demand and Supply-side Perspective on the MNE and Cross-border Organization." *Journal of International Management* 21, 4 (December 2015)  
(and Christina Lubinski) "Making "Green Giants"; Environmental Sustainability in the German Chemical Industry, 1950s-1980s," *Business History* 56 (April-June 2014).  
"Firmes mondialisées et imaginaire de la beauté." *Relations internationales* 157 (April–June 2014).  
(and Marco H.D. van Leeuwen and Stephen Broadberry), "The Future of Economic, Business, and Social History." *Scandinavian Economic History Review* 60, 3 (November, 2012).  
"The Growth Opportunity That Lies Next Door," *Harvard Business Review* 90, nos. 7-8 (July–August 2012).  
(and Christina Lubinski) "Managing Political Risk in Global Business: Beiersdorf 1914-1990," *Enterprise & Society* 13 (March 2012).  
(and Christina Lubinski) "Wider dem saurne Mund. Beiersdorfs U.S. -Geschaeft mit der Zahnpastamarke Pebeco," *Hamburger Wirtschafts-Chronik* 9 (2012).  
"Blonde and Blue-eyed? Globalizing Beauty, c.1945–c.1980," *Economic History Review* 61, 1 (February 2008).  
"Learning to Live with Governments: Unilever in India and Turkey, 1950-1980," *Entreprises et Histoire* 49 (December 2007).  
(and Peter Miskell) "Acquisitions and Firm Growth: Creating Unilever's Ice Cream and Tea Business," *Business History* 49, 1 (January 2007).  
"The End of Nationality? Global Firms and 'Borderless Worlds'," *Zeitschrift fur Unternehmensgeschichte* 51, 2 (2006).  
"L'innovazione nella grande impresa: l'esperienza della Unilever dal 1960 al 1990," *Annali di storia dell'impresa* 17 (2006).  
(and Tarun Khanna) "Bringing History (Back) into International Business," *Journal of International Business Studies* 37, 4 (July 2006).  
(and Peter Miskell) "European Integration and Corporate Restructuring: The Strategy of Unilever c1957- c1990," *Economic History Review* 58, 1 (February 2005).

(and Alison Kraft) "Corporate Venturing: The Origins of Unilever's Pregnancy Test," *Business History* 46 (2004).

"Business Enterprises and Global Worlds," *Enterprise & Society* 3, 4 (December 2002).

"Control, Performance, and Knowledge Transfers in Large Multinationals: Unilever in the United States, 1945-1980," *Business History Review* 76 (Autumn 2002).

(and Lilach Nachum and John H. Dunning), "The international competitiveness of the UK and its international enterprises" *Structural Change and Economic Dynamics* 12 (2001).

(and Sarianna Lundan), "The 'Commonwealth effect' and the process of internationalization." *The World Economy* (2001).

"A New History of Unilever," *NEHA-Bulletin voor de economische geschiedenis in Nederland* 14, 2 (2000).

(and John H. Dunning and Lilach Nachum) "UK FDI and the comparative advantage of the UK," *The World Economy* (2000).

"Corporate Governance and British Industry," *Entreprises et Histoire*, 21 (1999).

(and Judith Wale) "Diversification Strategies of British Trading Companies: Harrisons & Crosfield c1900-c1980," *Business History* (1999).

(and Judith Wale) "Merchants as Business Groups: British Trading Companies in Asia before 1945," *Business History Review* (1998).

"Global Perspectives and British Paradoxes," *Business History Review* (1997).

"Diversification Strategies and Corporate Governance in Trading Companies: Anglo-Japanese Comparisons since the late Nineteenth Century," *Business and Economic History* (1996).

(and Frances Bostock), "US Multinationals in British Manufacturing before 1962," *Business History Review* (1996).

"Cross-Investments in Transnational Banking: Britain, Germany and the United States in the Twentieth Century," *Zeitschrift für Unternehmensgeschichte* (1994).

"Big Business, Management and Competitiveness in Twentieth Century Britain," *Japan Business History Review* Vol. 29 (1994). In Japanese.

(and Frances Bostock), "Foreign Multinationals in British Manufacturing, 1850-1962," *Business History* (1994).

"The Making of Global Enterprise," *Business History* (1994).

"British Multinational Enterprise and British Business History since the Nineteenth Century," *Zeitschrift für Unternehmensgeschichte* Vol. 38 (1993).

(and Mary B. Rose), "Family Capitalism," *Business History*, (1993).

"Public Policy and British Multinational Banks 1914-1982," *Business and Economic History* Vol. 21 (1992).

"British Business in Germany since the Nineteenth Century," *Zeitschrift für Unternehmensgeschichte* (1992).

"Foreign Multinational Investment in Britain before 1945: Causes and Consequences," *Economic History Review* (1988).

"The Imperial Bank of Iran and Iranian Economic Development 1890-1952," *Business and Economic History* Vol. 16 (1987).

"The Gramophone Company: An Anglo-American Multinational 1898-1931," *Business History Review* (1985).

"Multinational Chocolate: Cadbury Overseas, 1918-1939," *Business History* (1984).

"The Expansion of British Multinational Enterprise: The Case of Dunlop," *Economic History Review* (1984).

“Lombard Street on the Riviera: The British Clearing Banks and Europe, 1900-1960,” *Business History* (1982). Reprinted in F.H.H. King (ed.), *Eastern Banking* (Athlone, 1983).  
(and Clive Trebilcock), “Russian Industry and British Business, 1910-1930: Oil and Armaments,” *Journal of European Economic History* (1982).  
“The State and Economic Development in India, 1890-1947: The Case of Oil,” *Modern Asian Studies* (1979).  
“The Fuel Oil Market in Britain, 1900-1914: A Lost Cause Revisited,” *Business History* (1978).  
“The British Government and the Oil Companies 1912-1924: The Search for an Oil Policy,” *Historical Journal* (1977).

## CHAPTERS IN EDITED BOOKS

“Entrepreneurship, Policy, and the Geography of Wind Energy,” in Hartmut Berghoff and Adam Rome (eds.) *Green Capitalism? Business and the Environment in the Twentieth Century* (University of Pennsylvania Press, 2017).  
“*Gapponshugi* in Global Perspective: Debating the Responsibility of Capitalism,” in Patrick Fridenson and Kikkawa Takeo (eds.) *Ethical Capitalism: Shibusawa Eiichi and Business Leadership in Global Perspective* University of Toronto Press, 2017)  
(and Pankaj Ghemawat) “Globalization in Historical Perspective,” in Pankaj Ghemawat, *The Laws of Globalization and Business Applications* (Cambridge University Press, 2017).  
“Business History and the Impact of MNEs on Host Economies,” *Multidisciplinary Insights from New AIB Fellows*. Vol. 16, edited by Jean J. Boddewyn (Emerald Group Publishing, 2014).  
“Firms and Global Capitalism,” in Larry Neal and Jeffrey G. Williamson (eds.) *The Cambridge History of Capitalism: Volume 2. The Spread of Capitalism: From 1848 to the Present*, (Cambridge University Press, 2014).  
(and Dan Wadhvani) “Schumpeter's Plea: Historical Reasoning in Entrepreneurial Theory and Research,” in Marcelo Bucheli and R. Daniel Wadhvani (eds.) *Organizations in Time: History, Theory, Methods*, (Oxford University Press, 2014).  
“The Global and the Local in the Beauty Industry: A Historical Perspective” in Hartmut Berghoff and Thomas Kuhne (eds.) *Globalizing Beauty: Consumerism and Body Aesthetics in the Twentieth Century* (Palgrave Macmillan, 2013).  
(and Asli M. Colpan) “Business Groups in Historical Perspectives” in Asli M. Colpan, Takashi Hikino, and James R. Lincoln (eds.) *The Oxford Handbook of Business Groups* (Oxford University Press, 2010).  
(and R. Daniel Wadhvani) “Entrepreneurship” in Geoffrey Jones and Jonathan Zeitlin (eds.) *The Oxford Handbook of Business History* (Oxford University Press, 2008).  
“Globalization” in Geoffrey Jones and Jonathan Zeitlin (eds.) *The Oxford Handbook of Business History* (Oxford University Press, 2008).  
“Multinationals from the 1930s to the 1980s” in Alfred D. Chandler Jr. and Bruce Mazlish (eds.) *Leviathans. Multinational Corporations and the New Global History* (Cambridge University Press, 2005).  
(and Keetie E. Sluyterman) “British and Dutch Business History” in Franco Amatori and Geoffrey Jones (eds.), *Business History Around the World* (Cambridge University Press, 2003).  
“Multinationals” in Franco Amatori and Geoffrey Jones (eds.), *Business History Around the World* (Cambridge University Press, 2003).  
“Overseas Banks after the End of Empire: Challenges and Responses” in T. de Graaf, J. Jonker and J-J Mobron (eds.), *European Banking Overseas, 19th-20th Centuries* (ABN Amro, 2002).  
(and John H. Dunning and Lilach Nachum), “The international competitiveness of the UK: Is it

eroding or rather changing form?" in J.H. Dunning and J.L. Mucchielli (eds.), *Multinational Firms. The Global - Local Dilemma* (Routledge, 2002).

"Company History and Business History in the 1990s" *European Yearbook on Business History*, 2000.

"British trading companies and industrial development," in F. Amatori, A. Colli and N. Crepas (eds.), *Deindustrialisation and Reindustrialisation in 20th Century Europe* (Franco Angeli, 1999).

"Multinational Cross-Investment between Switzerland and Britain 1914-1945" in Sébastien Guex (ed.), *Switzerland and the Great Powers 1914-1945* (Droz, 1999).

"British Overseas Banks as Free-Standing Companies 1830-1994" in Harm G. Schröter and Mira Wilkins (eds.), *The Free-Standing Company* (Oxford University Press, 1998).

"Concentration and Internationalization in Banks after the Second World War" in Sara Kinsey and Lucy Newton (eds.), *International Banking in an Age of Transition* (Ashgate, 1998).

"Multinationals, Development and Social Change in Asia: Long-Term Perspectives" *Institute of Asia-Pacific Studies*, No 39 (1997).

"Big Business, Management and Competitiveness in Twentieth Century Britain" in Alfred D. Chandler, Franco Amatori and Takashi Hikino (eds.), *Big Business and the Wealth of Nations* (Cambridge University Press, 1997).

"The Evolution of European Multinational Banking before 1914: Comparisons and Contrasts" in W. Feldenkirchen, F. Schönert-Röhlk and G. Schulz (eds.), *Wirtschaft, Gesellschaft, Unternehmen* (Franz Steiner Verlag, 1995).

"British Multinational Banking in Asia before 1960" in O. Checkland, S. Nishimura, and N. Tamaki (eds.), *Pacific Banking 1859-1959. East Meets West* (Macmillan, 1994).

"British Multinationals and British Business since 1850" in Mary Rose and Maurice W. Kirby (eds.), *Business Enterprise in Modern Britain* (Routledge, 1994).

"British multinational banking strategies over time" in H. Cox, J. Clegg and G. Ietto-Gillies (eds.), *The Growth of Global Business* (Routledge, 1993).

"Great Britain" in *Europäische Bankengeschichte* (Verlag Fritz Knapp, 1993).

"The Legacy of the Past: British Multinational Banking Strategies since the Nineteenth Century" in Peter J. Buckley and Mark Casson (eds.), *Multinational Enterprises in the World Economy* (Edward Elgar, 1992).

"International Financial Centres in Asia, the Middle East and Australia: A Historical Perspective" in Y. Cassis (ed.), *Finance and Financiers in Europe in the Nineteenth and Twentieth Centuries* (Cambridge University Press, 1992).

"Competition and Competitiveness in British Banking 1918-1971" in Geoffrey Jones and Maurice Kirby (eds.), *Competitiveness and the State* (Manchester University Press, 1991).

"Competitive Advantages in British Multinational Banking since 1890" in *idem*.

"Banks as Multinationals" in Geoffrey Jones (ed.), *Banks as Multinationals* (Routledge, 1990).

"The British government and foreign multinationals before 1970" in Martin Chick (ed.), *Governments, Industries and Markets: Aspects of government-industry relations in the UK, Japan, West Germany and the USA since 1945* (Edward Elgar, 1990).

(and J.J. van Helten), "British Business in Malaysia and Singapore since the 1860s" in Richard Davenport-Hines and Geoffrey Jones (eds.) *British Business in Asia since 1860* (Cambridge University Press, 1989).

(and Frances Bostock), "British Business in Iran since 1860" in Richard Davenport-Hines and Geoffrey Jones (eds.) *British Business in Asia since 1860* (Cambridge University Press, 1989).

(and Richard Davenport-Hines), "British Business in Japan since 1868" in Richard Davenport-Hines and Geoffrey Jones (eds.) *British Business in Asia since 1860* (Cambridge University Press, 1989).

(and Jonathan Liebenau, David J. Jeremy and Richard Davenport-Hines), Introduction to Francis Goodall, *A Bibliography of British Business Histories* (Gower, 1987).

Seven entries in David J. Jeremy and Christine Shaw (eds.), *Dictionary of Business Biography*, vols. 1-5, (Butterworths, 1984-6).

"Origins, Management and Performance" in Geoffrey Jones (ed.) *British Multinationals* (Gower, 1986).

"The Chocolate Multinationals: Cadbury, Fry and Rowntree, 1918-1939" in Geoffrey Jones (ed.), *British Multinationals* (Gower, 1986).

"Courtaulds in Continental Europe" in Geoffrey Jones (ed.), *British Multinationals* (Gower, 1986). Translated and reprinted in Peter Hertner (ed.), *Per la storia dell'impresa multinazionale in Europa* (Franco Angeli, 1987).

"British Overseas Banks in the Middle East, 1920-1970: A Study of Multinational Middle Age" in A. Teichova, M. Levy-Leboyer and H. Nussbaum, (eds.) *Multinational Enterprise in Historical Perspective* (Cambridge University Press, 1986).

"Banking in the Gulf before 1960" in R. Lawless (ed.) *The Gulf in the Early 20th Century: Foreign Institutions and Local Responses* (Durham, 1986).

"The Performance of British Multinational Enterprise" in Peter Hertner and Geoffrey Jones (eds.) *Multinationals: Theory and History* (Gower, 1986).

"The Old Aunts: Governments, Politicians and the Oil Business" in John Turner (ed.) *Businessmen and Politics* (Heinemann, 1984).

"The Expansion of British Multinational Manufacturing, 1890-1939" in T. Inoue and A. Okochi (eds.), *Overseas Business Activities: Proceedings of the Ninth Fuji Conference* (University of Tokyo Press, 1984).

"Admirals and Oilmen: The Relationship between the Royal Navy and the Oil Companies, 1900-24" in S. Palmer and G. Williams (eds.) *Chartered and Unchartered Waters*, (National Maritime Museum, 1983).

## **AWARDS AND PROFESSIONAL SERVICE**

Fellow of the Royal Historical Society, 1991–

Fellow of the Academy of International Business, 2009–

May Ushiyama Honorary Professor of Beauty Business, Hollywood University of Beauty, Tokyo, 2011–

Oxford Journals Article Prize with Christina Lubinski for the best article published in *Enterprise & Society* in the previous year, "Managing Political Risk in Global Business: Beiersdorf 1914-1990" (March 2012), awarded by Business History Conference, 2013

Newcomen-Harvard Prize for the best business history book published in the United States 1998-2000

Wadsworth Prize for best business history book published in Britain in 2000 and 2005

Harold F. Williamson Prize, awarded by Business History Conference, 1994

Newcomen Award for best article published in *Business History Review* in 1985 and 1996

Co-Editor, *Business History Review*, 2004–

Co-Editor, *Business History*, 1988-2003

Co-editor, *Cambridge University Press Series on The Emergence of Global Enterprise* 2003–  
General Editor, Routledge Series on *Comparative and International Business: Modern Histories*, 1996–  
Editor 1990-1996, *International Library of Critical Writings in Business History* (published by Edward Elgar)  
President, Business History Conference (US) 2001-2  
Trustee, Business History Conference (US) 1989-1992.  
President, European Business History Association 1997-1999.  
Treasurer, European Business History Association 1994-7.  
President, Association of Business Historians (UK) 1992-3, 2000-1.