

## History of American Capitalism since 1760

HS/JRG 8569: "The History of American Capitalism since 1760:

### Business, Technology, and the State"

Richard R. John/Spring 2017

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Monday 4:10-6:00

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Room Fayerweather 302

This course introduces graduate students to selected topics in the history of business, technology, and the state in colonial America and the United States since 1760. Its primary goal is to enable students to understand, engage, and evaluate key themes in the literature. Though some attention is given to older works, the focus is on recent scholarship, methods, and approaches. Its secondary goal is to help prepare students for minor-field examinations in business history, policy history, and the history of technology.

Requirements: Every student enrolled in this class is expected to: (1) read and reflect on the assigned readings; (2) participate actively in the weekly classroom discussions; (3) prepare a brief presentation on at least one of the "classic" readings (details to be discussed in class); (4) prepare a discussion board post on the week's readings (after the first week); (5) write a 4-5 page essay on a topic in the history of capitalism before 1920 (due in week 6); and (6) write a twenty-page essay (either historiographical or research-based) on a topic to be chosen by the student and approved by the instructor. On or before week 7, students are required to submit a brief, 1-2 page prospectus of their paper topic. The prospectus should describe the scope of the paper, lay out the issues that it will consider, and list the works it will discuss. The paper is due in class on week 14.

**ALL PAPER TOPICS MUST BE APPROVED IN ADVANCE BY THE INSTRUCTOR.** No paper will be accepted that has not been approved.

**IT IS ESSENTIAL THAT STUDENTS COMPLETE THE ASSIGNED READINGS PRIOR TO THE CLASS DISCUSSION.** Students who are unable to attend a class will prepare, in lieu of the weekly discussion board posts, a one-two page essay on the week's readings.

Grading: Final grades will be based on the following criteria: (1) participation in the weekly discussions, including presentation(s) on "classics" (30 percent); (2) discussion board posts (20 percent); (3) first essay (10 percent); prospectus and final essay (40 percent).

Note: If your background in U. S. economic history is limited, I can recommend two books: Mike O'Connor, *A Commercial Republic: America's Enduring Debate over Democratic Capitalism* (2014) and Michael Lind, *Land of Promise: An Economic History of the United States* (2012). If your background in economics is limited, and you are in the appetite for an entertaining book, consider Ha-Joon Chang, *23 Things They Don't Tell You about Capitalism* (2010).

### Required Readings

- Richard R. John and Kim Phillips-Fein, eds., *Capital Gains: Business and Politics in Twentieth-Century America* (2016)
- Emily Erikson, *Between Monopoly and Free Trade: The East India Company, 1600-1757* (2014)
- Sven Beckert and Seth Rockman, ed., *Slavery's Capitalism: A New History of Economic Development* (2016)
- Stephen Mihm, *A Nation of Counterfeiters: Capitalism, Con Men, and the Making of the United States* (2007)
- Richard R. John, *Network Nation: Inventing American Telecommunications* (2010)
- Barbara H. Fried, *The Progressive Assault on Laissez-Faire: Robert Hale and the First Law and Economics Movement* (1998)
- David Farber, *Sloan Rules: Alfred P. Sloan and the Triumph of General Motors* (2002)
- Thomas K. McCraw, *American Business since 1920: How it Worked* (2000)
- N.D.B. Connolly, *A World More Concrete: Real Estate and the Remaking of Jim Crow South Florida* (2014)
- Christopher F. Jones, *Routes of Power: Energy and Modern America* (2014)
- Lawrence B. Glickman, *Buying Power: A History of Consumer Activism in America* (2009)
- Shane Hamilton, *Trucking Country: The Road to America's Wal-Mart Economy* (2008)
- Kim Phillips-Fein, *Invisible Hands: The Making of the Conservative Movement from the New Deal to Reagan* (2009)
- Angus Burgin, *The Great Persuasion: Reinventing Free Markets since the Depression* (2012)
- Marc Levinson, *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger* (2006)
- Judith Stein, *Pivotal Decade: How the United States Traded Factories for Finance in the Seventies* (2010)
- K. Sabeel Rahman, *Democracy against Domination* (2017)

**Week 1 (23 January): Introduction: Business, Technology, and the State**

**Readings:** Beckert, "History of American Capitalism" (LIBRARY RESERVES); Chandler, "Business History as Institutional History" and "Government versus Business: An American Phenomenon" (ANNOUNCEMENTS); John, "Adversarial Relation?" in John and Phillips-Fein, ed., *Capital Gains*; Staudenmaier, "Rationality versus Contingency" (ANNOUNCEMENTS); Skocpol, "Bringing the State Back In: (ANNOUNCEMENTS); Lamoreaux, Raff, and Temin, "Beyond Markets and Hierarchies" (LIBRARY RESERVES)

NOTES

## **Week 2 (30 January): Political Economy in the Atlantic World**

**Readings:** Erikson, *Between Monopoly and Free Trade*; Coclanis, "Atlantic World" (ANNOUNCEMENTS); Pincus, "Rethinking Mercantilism" (LIBRARY RESERVES)

**Classic:** Istvan Hont, *The Jealousy of Trade: International Competition and the Nation-State in Historical Perspective* (2005)

Notes

## **Week 3 (6 February): Slavery and Capitalism**

**Readings:** Beckert and Rockman, *Slavery's Capitalism*; Rockman, "History of Capitalism" (ANNOUNCEMENTS); Beckert, "Emancipation and Empire" (ANNOUNCEMENTS)

**Classic:** Gavin Wright, *Slavery and American Economic Development* (2006)

Notes

## **Week 4 (13 February): Market Expansion**

**Readings:** Mihm, *Nation of Counterfeiters*; North, Wallis, and Weingast, *Violence and Social Orders*, chap. 6 (ANNOUNCEMENTS)

**Classic:** Thomas Bender, ed., *The Antislavery Debate: Capitalism and Abolitionism as a Problem in Historical Interpretation* (1992)

Notes

## **Week 5 (20 February): Big Business before 1920**

**Readings:** John, *Network Nation*; Sklansky, "Elusive Sovereign" (ANNOUNCEMENTS AND LIBRARY RESERVES); Levy, "Contemplating Delivery" (ANNOUNCEMENTS AND LIBRARY RESERVES).

**Classic:** Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (1977)

Notes

## **Week 6 (27 February): Progressivism (SHORT ESSAY DUE)**

**Readings:** Fried, *Progressive Assault*; Wilson, "Farewell to Progressivism," in John and Phillips-Fein, *Capital Gains*; Radford, "From Municipal Socialism to Public Authorities" (LIBRARY RESERVES)

**Classic:** Martin J. Sklar, *The Corporate Reconstruction of American Capitalism, 1890-1916* (1988)

Notes

## **Week 7 (6 March): Big Business since 1920 (PROSPECTUS DUE)**

**Readings:** Farber, *Sloan Rules* OR McCraw, *American Business since 1920*; Laird, "Entangled," in John and

Phillips-Fein, ed., *Capital Gains*; Hyman, "Rethinking the Postwar Corporation" (ANNOUNCEMENTS)

**Classic:** Steve Coll, *Private Empire: ExxonMobil and American Power* (2012)

**Special guest:** Steve Coll

Notes

## **SPRING BREAK**

### **Week 8 (20 March): Business, Technology, and the Environment**

**Readings:** Connolly, *A World More Concrete* OR Jones, *Routes of Power*; Steinberg, "Down to Earth" (LIBRARY RESERVES); Paul Sutter, "Nature's Agents or Agents of Empire? Entomological Workers and Environmental Change During the Construction of the Panama Canal," *Isis*, 98 (2007): 724-54 (LIBRARY RESERVES).

**Classic:** William Cronon, *Nature's Metropolis: Chicago and The Great West* (1992)

Notes

### **Week 9: Consumerism NOTE DATE (FRIDAY 24 March—NOT MONDAY 27 March)**

**Readings:** Glickman, *Buying Power*; Yates, "Business Enterprises" (LIBRARY RESERVES); Jacobs, "Pocketbook Politics" (ANNOUNCEMENTS)

**Classic:** Susan Strasser, *Satisfaction Guaranteed: The Making of the American Mass Market* (1989)

**Special guest:** Larry Glickman

Notes

### **Week 10: Corporate Liberalism and its Critics (3 April)**

**Readings:** Phillips-Fein, *Invisible Hands*; Gilman, "Post-Fordism" (LIBRARY RESERVES--may be under Lichtenstein); Delton, "Triumph of Social Responsibility," in John and Phillips-Fein, *Capital Gains*

**Classic:** Howard Brick, *Transcending Capitalism: Visions of a New Society in Modern American Thought* (2006)

**Special Guest:** Kim Phillips-Fein

Notes

### **Week 11 (10 April): The Rediscovery of the Market**

**Readings:** Burgin, *Great Persuasion*; Rodgers, "Rediscovery of the Market" (LIBRARY RESERVES); Van Horn, "Reinventing Monopoly," in Mirowski and Plehwe, *Road from Mont Pelerin* (LIBRARY RESERVES--may be under Mirowski and Plehwe)

**Classic:** Frederick Hayek, *The Road to Serfdom* (1944)

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**Week 12 (17 April): Technological Innovation**

**Readings:** Levinson, *The Box OR Hamilton, Trucking Country*; Misa, "Sociotechnical Change" (LIBRARY RESERVES--may be under Smith); Scranton, "Manufacturing Diversity" (LIBRARY RESERVES)

**Classic:** Joseph Schumpeter, *Capitalism, Socialism, and Democracy* (1942)

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**Week 13 (24 April): Post-Industrialism**

**Readings:** Stein, *Pivotal Decade*; Lazonick, "Innovative Enterprise" (LIBRARY RESERVES); Castells, "Network Economy" (LIBRARY RESERVES)

**Classic:** Daniel Bell, *The Coming of Post-Industrial Society* (1976); Bell, *Cultural Contradictions of Capitalism* (1976)

**Special guest:** Judith Stein

Notes

**Week 14 (1 May): The Financial Crisis and Beyond (FINAL PAPER DUE)**

**Readings:** Rahman, *Democracy against Domination*; Lasch, "Revolt of the Elites" (ANNOUNCEMENTS); Lipartito, "Reassembling the Economic" (LIBRARY RESERVES and [HERE](#))

**Classic:** Thomas Piketty, *Capital in the Twenty-First Century* (2014)

**Special Guest:** Sabeel Rahman

Notes

**Article Citations for HS/JRG 8569**

Sven Beckert. "History of American Capitalism." In *American History Now*, ed. Eric Foner and Lisa McGirr, pp. 314-335. Philadelphia: Temple University Press, 2011.

Alfred D. Chandler, Jr. "Business History as Institutional History" and "Government Versus Business: An American Phenomenon." Both in *The Essential Alfred Chandler: Essays Toward a Historical Theory of Big Business*, ed. Thomas K. McCraw, pp. 301-306, 425-431. Boston: Harvard Business School Press, 1988.

John M. Staudenmaier. "Rationality versus Contingency in the History of Technology," in *Does Technology Drive History?: The Dilemma of Technological Determinism*, ed. Merritt Roe Smith and Leo Marx, pp. 259-

274. Cambridge, Mass.: MIT Press, 1994.
- Theda Skocpol. "Bringing the State Back In: Strategies of Analysis in Current Research." In *Bringing the State Back In*, ed. Peter B. Evans, Dietrich Rueschemeyer, and Theda Skocpol, pp. 3-37. Cambridge, Mass.: Cambridge University Press, 1985.
- Naomi R. Lamoreaux, Daniel M. G. Raff, and Peter Temin. "Beyond Markets and Hierarchies: Toward a New Synthesis of American Business History." *American Historical Review*, 108 (April 2003): 404-433.
- Peter A. Coclanis. "Atlantic World or Atlantic/World?" *William and Mary Quarterly*, 63 (October 2006): 725-742.
- Steven Pincus. "Rethinking Mercantilism: Political Economy, the British Empire, and the Atlantic World in the Seventeenth and Eighteenth Centuries." *William and Mary Quarterly*, 69 (January 2012): 3-34.
- Seth Rockman, "What Makes the History of Capitalism Newsworthy?" *Journal of the Early Republic*, 34 (Fall 2014): 439-66.
- Sven Beckert. "Emancipation and Empire: Reconstructing the Worldwide Web of Cotton Production in the Age of the American Civil War." *American Historical Review*, 109 (December 2004): 1405-1438.
- Douglass C. North, John Joseph Wallis, and Barry R. Weingast. *Violence and Social Orders: A Conceptual Framework for Interpreting Recorded Human History*. Cambridge: Cambridge University Press, 2009, chap. 6.
- Jeffrey Sklansky. "The Elusive Sovereign: New Intellectual and Social Histories of Capitalism." *Modern Intellectual History*, 9 (April 2012): 233-48.
- Jonathan Ira Levy. "Contemplating Delivery: Futures Trading and the Problem of Commodity Exchange in the United States, 1875-1905." *American Historical Review*, 111 (April 2006): 307-35.
- Gail Radford, "From Municipal Socialism to Public Authorities: Institutional Factors in the Shaping of American Public Enterprise." *Journal of American History*, 90 (December 2003): 863-90.
- Louis Hyman. "Rethinking the Postwar Corporation: Management, Monopolies, and Markets." In *What's Good for Business: Business and American Politics since World War II*, ed. Kim Phillips-Fein and Julian E. Zelizer, pp. 195-211. New York: Oxford University Press, 2012.
- Kenneth Lipartito, "Reassembling the Economic: New Departures in Historical Materialism." *American Historical Review*, 121 (February 2016): 101-39
- Ted Steinberg. "Down to Earth: Nature, Agency, and Power in History." *American Historical Review*, 107 (June 2002): 798-820.
- Joanne Yates. "How Business Enterprises Use Technology: Extending the Demand-Side Turn." *Enterprise & Society*, 7 (September 2006): 422-455.
- Meg Jacobs. "Pocketbook Politics: Democracy and the Market in Twentieth-Century America." In *The Democratic Experiment: New Directions in American Political History*, ed. Meg Jacobs, William J. Novak, and Julian E. Zelizer, pp. 250-275. Princeton: Princeton University Press, 2003.
- Nils Gilman. "The Prophet of Post-Fordism: Peter Drucker and the Legitimation of the Corporation," in *American*

*Capitalism: Social Thought and Political Economy in the Twentieth Century*, ed. Nelson Lichtenstein, pp. 109-131. Philadelphia: University of Pennsylvania Press, 2007.

Daniel T. Rodgers. "The Rediscovery of the Market." In *Age of Fracture*, pp. 41-76, Cambridge: Belknap Press of Harvard University Press, 2011.

Rob Van Horn. "Reinventing Monopoly and the Role of Corporations." In *The Road from Mont Pelerin: The Making of the Neoliberal Thought Collective*, ed. Philip Mirowski and Dieter Plehwe, pp. 204-37. Cambridge, Mass.: Harvard University Press, 2008.

Thomas J. Misa. "Retrieving Sociotechnical Change from Technological Determinism." In *Does Technology Drive History?: The Dilemma of Technological Determinism*, ed. Merritt Roe Smith and Leo Marx, pp. 115-141. Cambridge, Mass.: MIT Press, 1994.

Philip Scranton. "Manufacturing Diversity: Production Systems, Markets, and an American Consumer Society, 1870-1930." *Technology and Culture*, 35 (July 1994): 476-505.

William Lazonick. "Innovative Business Models and Varieties of Capitalism: Financialization of the U.S. Corporation." *Business History Review*, 84 (Winter 2010): 675-702.

Manuel Castells. "Materials for an Exploratory Theory of the Network Society." *British Journal of Sociology*, 51 (March 2000): 5-24.

Christopher Lasch. "Revolt of the Elites." In *The Revolt of the Elites and the Betrayal of Democracy*, pp. 25-49. New York: W. W. Norton & Company, 1996.

Kenneth Lipartito, "Reassembling the Economic: New Departures in Historical Materialism," *American Historical Review*, 121 (February 2016): 101-39.

## **ADDITIONAL READINGS**

### **Week 1: Introduction, Business, Technology, and the State**

Paul Rhode, Joshua Rosenbloom, and David Weiman, ed., *Economic Evolution and Revolution in Historical Time* (2011); Stuart Banner, *American Property: A History of How, Why, and What We Own* (2011); Peter Temin, ed., *Inside the Business Enterprise: Historical Perspectives on the Use of Information* (1992); Steve Fraser and Gary Gerstle, ed., *Ruling America: A History of Wealth and Power in a Democracy* (2005); Richard S. Tedlow and Richard R. John, ed., *Managing Big Business: Essays from the Business History Review* (1986); Douglass North, *Structure and Change in Economic History* (1981); David A. Moss, *When All Else Fails: Government as the Ultimate Risk Manager* (2002); Terry Snyder, ed., *Business History in the United States: A Guide to Archival Collections* (2010); Philip Scranton and Patrick Fridenson, *Reimagining Business History* (2013); Thomas K. McCraw, *Creating Modern Capitalism: How Entrepreneurs, Companies, and Countries Triumphed in Three Industrial Revolutions* (1995); Larry Neal and Jeffrey G. Williamson, ed., *The Cambridge History of Capitalism Vol. 1 and 2* (2014); Richard N. Langlois, *Dynamics of Industrial Capitalism: Schumpeter, Chandler, and the New Economy* (2007); Thomas K. McCraw, ed., *The Essential Alfred Chandler: Essays Toward a Historical Theory of Big Business* (1988); Michel Beaud, *A History of Capitalism, 1500-2000* (2001); Kenneth Lipartito and David B. Sicilia, ed., *Constructing Corporate America: History, Politics, Culture* (2004); Michael Zakim and Gary J. Kornblith, ed., *Capitalism Takes Command: The Social Transformation of Nineteenth-Century America* (2012); Harold C. Livesay, *American Made: Shapers of the American Economy* (2007); Robert Fishman, ed., *The American Planning Tradition: Culture and Policy* (2000); Joyce Appleby, *The Relentless Revolution: A History of Capitalism* (2010); Richard R. John. "Elaborations,

Revisions, Dissents: Alfred D. Chandler, Jr.'s, *The Visible Hand after Twenty Years*," *Business History Review*, 71 (Summer 1997): 151-200; Mark R. Wilson, "North American Capitalism," in *The Routledge Companion to Business History*, ed. John F. Wilson, et al (2017), pp. 202-19; Steven G. Marks, *The Information Nexus: Global Capitalism from the Renaissance to the Present* (2016); Douglas A. Irwin, *Against the Tide: An Intellectual History of Free Trade* (1996); Deirdre McCloskey, *The Rhetoric of Economics*, 2<sup>nd</sup> ed. (1998); Jurgen Kocka, *Capitalism: A Short History* (2016); Sven Beckert, et al., "The History of Capitalism." *Journal of American History*, 101 (Fall 2014): 503-36.

## **Week 2: Political Economy in the Atlantic World**

Thomas K. McCraw, *The Founders and Finance: How Hamilton, Gallatin, and other Immigrants Forged a New Economy* (2012); James R. Fichter, *So Great a Proffit: How the East Indies Trade Transformed Anglo-American Capitalism* (2010); Ira Katznelson and Martin Shefter, ed., *Shaped by War and Trade: International Influences on American Political Development* (2002); Michael J. Lacey and Mary O. Furner, *The State and Social Investigation in Britain and the United States* (2004); Oz Frankel, *States of Inquiry: Social Investigations and Print Culture in Nineteenth-Century Britain and the United States* (2006); Stuart Banner, *Anglo-American Securities Regulation: Cultural and Political Roots, 1690-1860* (1998); Douglas A. Irwin and Richard Sylla, ed., *Founding Choices: American Economic Policy in the 1790s* (2011); Drew R. McCoy, *The Elusive Republic: Political Economy in Jeffersonian America* (1980); Marc Egnal, *Clash of Extremes: The Economic Origins of the Civil War* (2009); William Leggett, *Democratick Editorials: Essays in Jacksonian Political Economy* (1984); Paul A. Gilje, *Free Trade and Sailors' Rights in the War of 1812* (2013); David E. Nye, *America as Second Creation: Technology and Narratives of New Beginnings* (2003); Jeffrey Sklansky, *The Soul's Economy: Market Society and Selfhood in American Thought, 1820-1920* (2002); Patricia Cline Cohen, *A Calculating People: The Spread of Numeracy in Early America* (1982); Sophus A. Reinert, *Translating Empire: Emulation and the Origins of Political Economy* (2011); Max M. Edling, *A Hercules in the Cradle: War, Money, and the American State, 1783-1867* (2014); Jessica M. Lepler, *The Many Panics of 1837: People, Politics, and the Creation of Transatlantic Financial Crisis* (2013); Emma Rothschild, *Economic Sentiments: Adam Smith, Condorcet, and the Enlightenment* (2001); Charles Royster, *The Fabulous History of the Dismal Swamp Company: A Story of George Washington's Time* (2000); Thomas K. McCraw, *The Founders and Finance; How Hamilton, Gallatin, and other Immigrants Forged a New Economy* (2012); Trevor Burnard, *Planters, Merchants, and Slaves: Plantation Societies in British America, 1650-1820* (2015); Catherine Cangany, *Frontier Seaport: Detroit's Transformation into an Atlantic Entrepot* (2014); Edward G. Gray, *Tom Paine's Iron Bridge: Building a United States* (2016).

## **Week 3: Slavery and Capitalism**

Edward E. Baptist, *The Half has Never Been Told: Slavery and the Making of American Capitalism* (2014); Robin L. Einhorn, *American Taxation, American Slavery* (2006); Gavin Wright, *Slavery and American Economic Development* (2006); Charles B. Dew, *Bond of Iron: Master and Slave at Buffalo Forge* (1995); Sven Beckert, *Empire of Cotton: A Global History* (2014); Walter Johnson, *River of Dark Dreams: Slavery and Empire in the Cotton Kingdom* (2013); Angela Lakwete, *Inventing the Cotton Gin: Machine and Myth in Antebellum America* (2003); Charles B. Dew, *Bond of Iron: Master and Slave at Buffalo Forge* (1995); John Majewski, *A House Dividing: Economic Development in Pennsylvania and Virginia Before the Civil War* (2000); Sean Adams, *Old Dominion, Industrial Commonwealth: Coal, Politics, and Economy in Antebellum America* (2004); Richard R. John, *Spreading the News: The American Postal System from Franklin to Morse* (1995); Gabor S. Borrit, *Lincoln and the Economics of the American Dream* (1994).

## **Week 4: Commodification**

Sharon Ann Murphy, *Investing in Life: Insurance in Antebellum America* (2010); William Cronon, *Nature's Metropolis: Chicago and the Great West* (1991); Jane Kamensky, *The Exchange Artist: A Tale of High-Flying Speculation and America's First Banking Collapse* (2008); Clay McShane, *The Horse in the City: Living*



*Machines in the Nineteenth Century* (2007); Jonathan Levy, *Freaks of Fortune: The Emerging World of Capitalism and Risk in America* (2012); William Cronon, *Nature's Metropolis: Chicago and the Great West* (1991); Helen Tangires, *Public Markets and Civic Culture in Nineteenth-Century America* (2003); Noam Maggor, *Brahmin Capitalism: Frontiers of Wealth and Populism in America's First Gilded Age* (2017); Sean Adams, *Home Fires: How Americans Kept Warm in the Nineteenth Century* (2014).

### **Week 5: Big Business before 1920**

Richard R. John, *Network Nation: Inventing American Telecommunications* (2012); Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (1977); Eric J. Morser, *Hinterland Dreams: The Political Economy of a Midwestern City* (2011); Steven W. Usselman, *Regulating Railroad Innovation: Business, Technology, and Politics in America, 1840-1920* (2002); T.J. Stiles, *The First Tycoon: The Epic Life of Cornelius Vanderbilt* (2009); Julia C. Ott, *When Wall Street Met Main Street: The Quest for an Investors' Democracy* (2011); Robert Angevine, *The Railroad and the State: War, Politics, and Technology in Nineteenth-Century America* (2004); Thomas J. Misa, *A Nation of Steel: The Making of Modern America, 1865-1925* (1995); Richard Franklin Bense, *Yankee Leviathan: The Origins of Central State Authority in America, 1859-1877* (1990); Andrew B. Arnold, *Fueling the Gilded Age: Railroads, Miners, and Disorder in Pennsylvania Coal Country* (2014); Mark R. Wilson, *The Business of Civil War: Military Mobilization and the State, 1861-1865* (2006); Naomi R. Lamoreaux, *The Great Merger Movement in American Business, 1895-1904* (1985); Sven Beckert, *The Monied Metropolis: New York City and the Consolidation of the American Bourgeoisie, 1850-1896* (2001); Edward C. Kirkland, *Dream and Thought in the Business Community, 1860-1900* (1956); Alfred D. Chandler Jr., *The Railroads: The Nation's First Big Business* (1965); Joshua D. Wolff, *Western Union and the Creation of the American Corporate Order, 1845-1893* (2013); Lee Benson, *Merchants, Farmers, and Railroads: Railroad Regulation and New York Politics, 1850-1887* (1955); Susie J. Pak, *Gentlemen Bankers: The World of J. P. Morgan* (2013); William G. Roy, *Socializing Capital: The Rise of the Large Industrial Corporation in America* (1997); Charles Postel, *The Populist Vision* (2007); Richard Franklin Bense, *The Political Economy of American Industrialization, 1877-1900* (2000); Barbara Young Welke, *Recasting American Liberty: Gender, Race, Law, and the Railroad Revolution, 1865-1920* (2001); Jackson Lears, *Rebirth of a Nation: The Making of Modern America, 1877-1920* (2009); JoAnne Yates, *Control through Communication: The Rise of System in American Management* (1989); Robert MacDougall, *The People's Network: The Political Economy of the Telephone in the Gilded Age* (2014); Harold C. Passer, *Electrical Manufactures 1875-1900: A Study in Competition Entrepreneurship* (1953); Aviva Chomsky, *West Indian Workers and the United Fruit Company in Costa Rica, 1870-1940* (1996); Albert J. Churella, *The Pennsylvania Railroad, Volume 1: Building an Empire, 1846-1917* (2013); Louis Galambos, *The Public Image of Big Business in America, 1880-1940: A Quantitative Study in Social Change* (1975); George Hall Miller, *Railroads and the Granger Laws* (1971); Philip Scranton, *Proprietary Capitalism: The Textile Manufacture at Philadelphia, 1800-1885* (1983); Katherine C. Epstein, *Torpedo: Inventing the Military-Industrial Complex in the United States and Great Britain* (2014); Christopher Beauchamp, *Invented by Law: Alexander Graham Bell and the Patent That Changed America* (2015); Richard White, *Railroaded: The Transcontinentals and the Making of Modern America* (2011); Hal S. Barron, *Mixed Harvest: The Second Great Transformation in the Rural North, 1870-1930* (1997); Richard R. John. "Who Were the Gilders? And Other Seldom-Asked Questions about Business, Technology, and Political Economy in the United States, 1877-1900." *Journal of the Gilded Age and the Progressive Era*. 8 (October 2009): 474-480; Charles McArthur Destler, *Roger Sherman and the Independent Oil Men* (1967); Adolf A. Berle and Gardiner C. Means, *The Modern Corporation and Private Property* (1932).

### **Week 6: Progressivism**

Gerald Berk, *Louis D. Brandeis and the Making of Regulated Competition, 1900-1932* (2009); Olivier Zunz, *Why the American Century* (1998); Jason Scott Smith, *Building New Deal Liberalism: The Political Economy of Public Works, 1933-1956* (2006); Elizabeth Borgwardt, *A New Deal for the World: America's Vision for Human Rights* (2005); Rebecca Edwards, *New Spirits: Americans in the Gilded Age: 1865-1905* (2006); Rakesh Khurana, *From Higher Aims to Hired Hands: The Social Transformation of American Business Schools and the*

*Unfulfilled Promise of Management as a Profession* (2007); John Jordan, *Machine-Age Ideology: Social Engineering and American Liberalism, 1911-1939* (1994); Morton Keller, *Regulating a New Economy: Public Policy and Economic Change in America, 1900-1933* (1990); Thurman W. Arnold, *The Folklore of Capitalism* (1968); Gabriel Kolko, *Railroads and Regulation, 1877-1916* (1965); Thomas K. McCraw, ed., *Regulation in Perspective: Historical Essays, Division of Research. Harvard Graduate School of Business* (1981); Thomas K. McCraw, *Prophets of Regulation: Charles Francis Adams; Louis D. Brandeis; James M. Landis; Alfred E. Kahn* (1984); Herbert Hovenkamp, *Enterprise and American Law, 1836-1937* (1991); Robert H. Wiebe, *Businessmen and Reform: A Study of the Progressive Movement* (1989); Jason Scott Smith, *A Concise History of the New Deal* (2014); Nicholas R. Parrillo, *Against the Profit Motive: The Salary Revolution in American Government, 1780-1940* (2013); Yuval P. Yonay, *The Struggle over the Soul of Economics* (1998); Albro Martin, *Enterprise Denied: Origins of the Decline of American Railroads, 1897-1917* (1971); James Burkhart Gilbert, *Designing the Industrial State: The Intellectual Pursuit of Collectivism in America, 1880-1940* (1972) David F. Noble, *America by Design: Science, Technology, and the Rise of Corporate Capitalism* (1977); Ellis Wayne Hawley, *The New Deal and the Problem of Monopoly* (1969); Gail Radford, *The Rise of Public Authority: Statebuilding and Economic Development in Twentieth-Century America* (2013); Louis Galambos, "Technology, Political Economy, and Professionalization: Central Themes of the Organizational Synthesis." *Business History Review*, 57 (Winter 1983): 471-493; Mark R. Wilson, *Destructive Creation: American Business and the Winning of World War II* (2016).

### **Week 7: Big Business since 1920**

David Farber, *Sloan Rules: Alfred P. Sloan and the Triumph of General Motors* (2002); Thomas K. McCraw, *American Business since 1920: How it Worked* (2000); Kim Phillips-Fein and Julian E. Zelizer, ed., *What's Good for Business: Business and American Politics since World War II* (2012); Roland Marchand, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* (1998), Philip Scranton, *Endless Novelty* (1997); Archie B. Carroll, Kenneth J. Lipartito, James E. Post, and Patricia H. Werhane, *Corporate Responsibility: The American Experience* (2012); Julia C. Ott, *When Wall Street Met Main Street: The Quest for an Investors' Democracy* (2011); Sally Clarke, Naomi R. Lamoreaux, Steven Usselman, ed., *The Challenge of Remaining Innovative: Insights from Twentieth-Century American Business* (2009); Thomas J. Misa, *A Nation of Steel: The Making of Modern America, 1865-1925* (1995); David Koistinen, *Confronting Decline: The Political Economy of Deindustrialization in Twentieth-Century New England* (2013); Pap A. Ndiaye, trans. Elborg Forster, *Nylon and Bombs: DuPont and the March of Modern America* (2007); Alfred D. Chandler, Jr., *Strategy and Structure: Chapters in the History of the American Industrial Enterprise* (1962); Louis Galambos, *The Creative Society - and the Price Americans Paid for It* (2012); Daniel Yergin and Joseph Stanislaw *The Commanding Heights: The Battle for the World Economy* (2002); Elizabeth A. Fones-Wolf, *Selling Free Enterprise: The Business Assault on Labor and Liberalism, 1945-60* (1994); Lars Heide, *Punched-Card Systems and the Early Information Explosion, 1880-1945* (2009); Christopher Lasch, *The Revolt of the Elites and the Betrayal of Democracy* (1995); William Lazonick, *Business Organization and the Myth of the Market Economy* (1991); JoAnne Yates, *Structuring the Information Age: Life Insurance and Technology in the Twentieth Century* (2005); David Suisman, *Selling Sounds: The Commercial Revolution in American Music* (2009); Volker R. Berghahn, *American Big Business in Britain and Germany: A Comparative History of Two "Special Relationships" in the 20th Century* (2014); Nelson Lichtenstein, *The Retail Revolution: How Wal-Mart Created a Brave New World of Business* (2009); Pietra Rivoli, *The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade* (2005); Thomas K. McCraw, *Prophet of Innovation: Joseph Schumpeter and Creative Destruction* (2007); Daniel Yergin, *The Prize: The Epic Quest for Oil, Money & Power* (1991); Benjamin Waterhouse. "Corporate Mobilization Against Liberal Reform: Big Business Day, 1980." In *What's Good for Business: Business and American Politics since World War II*, ed. Kim Phillips-Fein and Julian E. Zelizer, pp. 233-248. New York: Oxford University Press, 2012; Jason Scott Smith. "The Liberal Invention of the Multinational Corporation: David Lillenthal and Postwar Capitalism." In *What's Good for Business: Business and American Politics since World War II*, ed. Kim Phillips-Fein and Julian E. Zelizer, pp. 107-122. New York: Oxford University Press, 2012; Jenifer Van Vleck, *Empire of the Air: Aviation and the American Ascendancy* (2013); Jennifer Klein. "The Politics of Economic Security: Employee Benefits and the Privatization of New Deal Liberalism," *Journal of*

*Policy History*, 16 no. 1 (2004): 34-65; Robert M. Collins, *The Business Response to Keynes, 1929-1964* (1981); Eric Rauchway, *The Money Makers: How Roosevelt and Keynes Ended the Depression, Defeated Fascism, and Secured a Prosperous Peace* (2015); Roland Marchand, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* (1998).

### **Week 8: Business, Technology, and the Environment**

Bartow J. Elmore, *Citizen Coke: The Making of Coca-Cola Capitalism* (2014); Steve Coll, *Private Empire: ExxonMobil and American Power* (2012); Thomas G. Andrews, *Killing for Coal: America's Deadliest Labor War* (2008); Mansel G. Blackford, *Making Seafood Sustainable: American Experiences in Global Perspective* (2012); Christopher F. Jones, *Routes of Power: Energy and Modern America* (2014); N. D.B. Connolly, *A World More Concrete: Real Estate and the Remaking of Jim Crow South Florida* (2014); Adam Rome, *The Genius of Earth Day: How at 1970s Teach-In Unexpectedly Made the First Green Generation* (2013); Adam Rome, *The Bulldozer in the Countryside: Suburban Sprawl and the Rise of American Environmentalism* (2001); Thomas Jundt, *Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America* (2014); Bartow J. Elmore, *Citizen Coke: The Making of Coca-Cola Capitalism* (2014); Christopher F. Jones. "A Landscape of Energy Abundance: Anthracite Coal Canals and the Roots of American Fossil Fuel Dependence, 1820-1860," *Environmental History*, 15 (July 2010): 449-484; Linda Nash, "Traveling Technology? American Water Engineers in the Columbia Basin and the Helmand Valley," in *Minds and Matters: Technology in California and the West*, ed. Volker Janssen (2012), pp. 135-58.

### **Week 9: Consumerism**

Bethany Moreton, *To Serve God and Wal-Mart: The Making of Christian Free Enterprise* (2009); Susan Strasser, *Satisfaction Guaranteed: The Making of the American Mass Market* (1989); James Livingston, *Against Thrift: Why Consumer Culture is Good for the Economy, the Environment, and Your Soul* (2011); Jan Logemann, *The Development of Consumer Credit in Global Perspective: Business, Regulation, and Culture* (2012); Harold J. Platt, *The Electric City: Energy and the Growth of the Chicago Area, 1880-1930* (1991); Jonathan Rees, *Refrigeration Nation: A History of Ice, Appliances, and Enterprise in America* (2013); Wendy L. Wall, *Inventing the "American Way": The Politics of Consensus from the New Deal to the Civil Rights Movement* (2008); Regina Lee Blaszczyk, *American Consumer Society, 1865 - 2005: From Hearth to HDTV* (2009); Shane Hamilton, *Trucking Country: The Road to America's Wal-Mart Economy* (2008); Pamela Walker Laird, *Advertising Progress: American Business and the Rise of Consumer Marketing* (1998); Roland Marchand, *Advertising the American Dream: Making Way for Modernity, 1920-1940* (1985); Regina Lee Blaszczyk, *Imagining Consumers: Design and Innovation from Wedgwood to Corning* (2000); Kathy Peiss, *Hope in a Jar: The Making of America's Beauty Culture* (1996); William R. Leach, *Land of Desire: Merchants, Power, and the Rise of a New American Culture* (1993)

### **Week 10: Corporate Liberalism and its Critics**

Kim Phillips-Fein, *Invisible Hands: The Making of the Conservative Movement from the New Deal to Reagan* (2009); Kim Phillips-Fein and Julian E. Zelizer, ed., *What's Good for Business: Business and American Politics since World War II* (2012); Howard Brick, *Transcending Capitalism: Visions of a New Society in Modern American Thought* (2006); Michael E. Latham, *The Right Kind of Revolution: Modernization, Development, and U.S. Foreign Policy from the Cold War to the Present* (2011); Jennifer Klein, *For All These Rights: Business, Labor, and the Shaping of America's Public-Private Welfare State* (2006); Martin J. Sklar, *The United States as a Developing Country: Studies in U.S. History in the Progressive Era and the 1920s* (1992); Martin J. Sklar, *The Corporate Reconstruction of American Capitalism, 1890-1916: The Market, the Law, and Politics* (1988); R. Jeffrey Lustig, *Corporate Liberalism: The Origins of Modern American Political Theory, 1890-1920* (1982).

## **Week 11: The Rediscovery of the Market**

Angus Burgin, *The Great Persuasion: Reinventing Free Markets since the Depression* (2012); Kim Phillips-Fein and Julian E. Zelizer, ed., *What's Good for Business: Business and American Politics since World War II* (2012); Frederick Hayek, *The Road to Serfdom* (1944); Molly C. Michelmore, *Tax and Spend: The Welfare State, Tax Politics, and the Limits of American Liberalism* (2012); Wyatt Wells, *Antitrust and the Formation of the Postwar World* (2002); Rudolph J. R. Peritz, *Competition Policy in America, 1888-1992: History, Rhetoric, Law* (1996); Marion Fourcade, *Economists and Societies: Discipline and Profession in the United States, Britain, and France, 1890s to 1990s* (2009); Steve Fraser, *Every Man a Speculator: A History of Wall Street in American Life* (2005); Tony A. Freyer, *Antitrust and Global Capitalism, 1930-2004* (2006); William Letwin, *Law and Economic Policy in America: The Evolution of the Sherman Antitrust Act* (1965); Lanny Ebenstein, *Chicagonomics: The Evolution of Chicago Free Market Economics* (2015).

## **Week 12: Technological Projects**

Thomas P. Hughes, *Rescuing Prometheus: Four Monumental Projects that Changed the World* (1998); Jenifer Van Vleck, *Empire of the Air: Aviation and the American Ascendancy* (2013); Joseph Schumpeter, *Capitalism, Socialism, and Democracy* (1942); Paul Rabinow, *Making PCR: A Story of Biotechnology* (1996); Jon Gertner, *The Idea Factory: Bell Labs and the Great Age of American Innovation* (2012); David Ekbladh, *The Great American Mission: Modernization and the Construction of an American World Order* (2010); Thomas P. Hughes, *American Genesis: A Century of Invention and Technological Enthusiasm, 1870-1970* (1989); W. Campbell-Kelly and M. Asprey, *Computer* (2014); Janet Abbate, *Inventing the Internet* (1999); David E. Nye, *American Technological Sublime* (1996); Nils Gilman, *Mandarins of the Future: Modernization Theory in Cold War America* (2003)

## **Week 13: Post-Industrialism**

Judith Stein, *Pivotal Decade: How the United States Traded Factories for Finance in the Seventies* (2010); Daniel Bell, *The Coming of Post-Industrial Society* (1976); Otis L. Graham, Jr., *Toward a Planned Society: From Roosevelt to Nixon* (1976); Otis Graham, Jr., *Losing Time: The Industrial Policy Debate* (1992); Thomas Dublin and Walter Licht, *The Face of Decline: The Pennsylvania Anthracite Region in the Twentieth Century* (2005); John Gaventa, *Power and Powerlessness: Quiescence and Rebellion in an Appalachian Valley* (1982)

## **Week 14: The Financial Crisis and Beyond**

Louis Hyman, *Borrow: The American Way of Debt* (2012); Nouriel Roubini and Stephen Mihm, *Crisis Economics: A Crash Course of the Future of Finance* (2011); Louis Hyman, *Debtor Nation: The History of America in Red Ink* (2011); Thomas Piketty, *Capital in the Twenty-First Century* (2014); Scott Reynolds Nelson, *A Nation of Deadbeats: An Uncommon History of America's Financial Disasters* (2012); John Kenneth Galbraith, *The Great Crash 1929* (1954); Harold James, *The End of Globalization: Lessons from the Great Depression* (2001); Edward LiPuma and Benjamin Lee, *Financial Derivatives and the Globalization of Risk* (2004); John Cassidy, *How Markets Fail: The Logic of Economic Calamities* (2009); Anya Schiffrin, *Bad News: How America's Business Press Missed the Story of the Century* (2011); Gillian Tett, *Fool's Gold: The Inside Story of J.P. Morgan and How Wall St. Greed Corrupted Its Bold Dream and Created a Financial Catastrophe* (2009); Edwin J. Perkins, *Wall Street to Main Street: Charles Merrill and Middle-Class Investors* (1999); Luigi Zingales, *A Capitalism for the People: Recapturing the Lost Genius of American Prosperity* (2012); Michael W. Hudson, *The Monster: How a Gang of Predatory Lenders and Wall Street Bankers Fleeced America--and Spawned a Global Crisis* (2010); Michael Lewis, *The Big Short: Inside the Doomsday Machine* (2010); Greta R. Krippner, *Capitalizing on Crisis: The Political Origins of the Rise of Finance* (2011); Wolfgang Streeck, *Buying Time: The Delayed Crisis of Democratic Capitalism* (2014); Karen Ho, *Liquidated: An Ethnography of Wall Street* (2009); Louis Hyman, *Borrow: The American Way of Debt* (2012); Peter Thiel, *Zero to One: Notes on Startups, or How to Build the Future* (2014); Greta R.

Krippner, *Capitalizing on Crisis: The Political Origins of the Rise of Finance* (2011); Barry C. Lynn, *Cornered: The New Monopoly Capitalism and the Economics of Destruction* (2010).

