

# Introduction

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PHILIP SCRANTON

The publication of this year's final issue of *Enterprise and Society* closes my second term as the journal's editor-in-chief. I am thrilled at the range and depth of the articles we have shared with readers over those years and confident that the creativity and rigor so persistently evident in these pages will continue under the guidance of our incoming Editor-in-Chief, Andrew Popp, University of Liverpool, my colleague and friend. He will, I'm certain, lead the journal with skill, style, and energy. I have had a terrific time occupying the editor's chair, but am indeed glad to relinquish it to so gifted a successor.

As usual, our December number opens with the Business History Conference (BHC) presidential address, here a timely and vigorous analysis of recent business crises and their origins from Per Hansen, Copenhagen Business School, built on his oral presentation last March in Frankfurt. Immediately following are essays outlining the three Krooss Prize finalist dissertations, by Farad Bishara, Joyman Lee, and Heidi Tworek. The continuing diversity of themes and settings these fine research projects embody argues for the ongoing criticality of business history as a key element in understanding history globally.

Our articles this quarter include historical studies from East Asia and India, Latin America, Europe, and the USA, again confirming this journal's commitment to extending the scope of our scholarly discussions worldwide. Emily Buchnea leads off with a study of 18<sup>th</sup> century transatlantic business networks. Christina Lubinski then profiles the practices of German enterprises in colonial India, ca. 1880–1940, closely followed by Andreas Zangger's interpretation of 19<sup>th</sup> century Asian cloth trademarks (chops), thus further historicizing branding. Javier Fernandez-Roca and his colleagues next offer an inclusive review of family cohesion and intergenerational business transitions in Spain, building on and referencing a growing literature. Echoing Lubinski, Pierre-Yves Donzé chronicles Siemens durable efforts to

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market X-ray technologies in Latin America, including during the Nazi era and the Second World War. Within Europe, Jeroen Touwen unpacks the complexities of non-market methods for business coordination in the postwar Netherlands; and last, Daniel Rust opens the door to appreciating state-enterprise co-regulation of America's riverine traffic, from the mid-19<sup>th</sup> century through recent years. As ever, a cluster of book reviews rounds out the issue.

From 2007 'til now, it has been a privilege to have assisted the field's apprentices and master craftsmen in shaping essays for our readership and to have served the Business History Conference by editing the organization's journal. In my view, *Enterprise and Society* is in a stronger position now than it was then. I do hope you agree. The journal is also, as many of you already know, moving in January 2015 from its original home at Oxford University Press to a new publisher, Cambridge University Press, joining a number of fraternal business and economic history journals at Cambridge. Extensive planning and evaluation by the BHC's Secretary-Treasurer Roger Horowitz, its Print Media Oversight Committee, the Conference's Trustees, and many others facilitated this transition. Thus we have a double shift ahead, in editor and publisher both.

In closing, permit me to thank a small number of individuals who have been central to any accomplishments recorded during my editorial tenure. First, centrally, Roger Horowitz and Carol Lockman (both at Hagley) and Trish Thomas (at OUP) consistently delivered support, advice, and critique in appropriate measures. Print Media Oversight Committee members served as invaluable colleagues and sustainers, as did several BHC presidents and trustees. My gratitude also goes out to Glenn Porter, Hagley's long-time director, who invited me into this fascinating arena in 1992, by asking me to direct Hagley's scholarly research center, which Roger now leads.

As always, we on the editorial team are deeply indebted to our dedicated referees, without whose detailed responses to submissions we would have far less compelling work to publish. A list of those assisting E&S between September 2013 and August 2014 follows immediately.

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