

Founded in 1954, the Business History Conference (BHC) is a non-profit organization devoted to encouraging all aspects of the research, writing, and teaching of business history and of the environment in which business operates. Its membership is international and representative of economists, historians, and those in allied fields, such as history of technology, accounting, labor, transportation, and government, who focus on business history as a means of understanding their subjects.

BHC Officers, 2016–2017

Walter Friedman, *President*
Mary O'Sullivan, *President-Elect*
Margaret Graham, *Past-President*
Roger Horowitz, *Secretary-Treasurer (2015–2019)*

BHC Trustees

Shennette Garrett-Scott (2016–2019)	Christina Lubinski (2015–2018)
Vicki Howard (2016–2019)	David Suisman (2015–2018)
Takafumi Kurosawa (2016–2019)	Ellen Hartigan-O'Connor (2014–2017)
Wendy Woloson (2016–2019)	Marina Moskowitz (2014–2017)
Louis Hyman (2015–2018)	Caitlin Rosenthal (2014–2017)
Andrea Lluch (2015–2018)	David Sicilia (2014–2017)

Past President on Board

Mary Yeager

MEMBERSHIP

Persons interested in joining the Business History Conference should contact the Secretary-Treasurer: Roger Horowitz, Hagley Museum and Library, P.O. Box 3630, Wilmington, DE 19807-0630; e-mail: rh@udel.edu; Carol Ressler Lockman, email: clockman@hagley.org or on the BHC website at <http://www.thebhc.org/jointhebhc>. Complete information about the Business History Conference may be found on the organization's Web pages at www.thebhc.org.

Business and Economic History, the proceedings volume of the Business History Conference, was published through 1999 (Volume 28). For the 2000 annual meeting and thereafter, the presidential address and dissertation summaries will appear in the fourth issue of *Enterprise & Society*. Full text of the papers presented at each meeting will be made available in the BHC's online version of BEH on its Web site.

Visit the Web sites: www.journals.cambridge.org/eso and www.thebhc.org/publications/eanshome.html.

LICENSE

It is a condition of publication in the journal that authors grant an exclusive license to the Business History Conference. This ensures that requests from third parties to reproduce articles are handled efficiently and consistently and will also allow the article to be as widely disseminated as possible. Authors may use their own material in other publications provided that the journal is acknowledged as the original place of publication and Cambridge University Press as the publisher.

For full Guidelines, please see our Web site:
www2.h-net.msu.edu/business/bhcweb/publications/guidelin.html.

ARTICLES

The Revolutionary Transformation of American Merchant Networks: Carter and Wadsworth and Their World, 1775–1800 TOM CUTTERHAM	1
Co-operative Wineries in Italy and Spain in the Second Half of the Twentieth Century: Success or Failure of the Co-operative Business Model? FRANCISCO J. MEDINA-ALBALADEJO AND TITO MENZANI	32
Fugitive Leverage: Commercial Banks, Sovereign Debt, and Cold War Crisis in Poland, 1980–1982 FRITZ BARTEL	72
Another Perspective on the Coca-Cola Affair in Postwar France LAUREEN KUO	108
Creating Ecotourism in Costa Rica, 1970–2000 GEOFFREY JONES AND ANDREW SPADAFORA	146
Doing It for Themselves: The Steel Company of Wales and the Study of American Industrial Productivity, 1945–1955 LOUISE MISKELL	184

FILM AND BOOK REVIEWS

Cambridge Core

For further information about this journal
please go to the journal web site at:
[cambridge.org/eso](https://doi.org/10.1017/eso)

CAMBRIDGE
UNIVERSITY PRESS