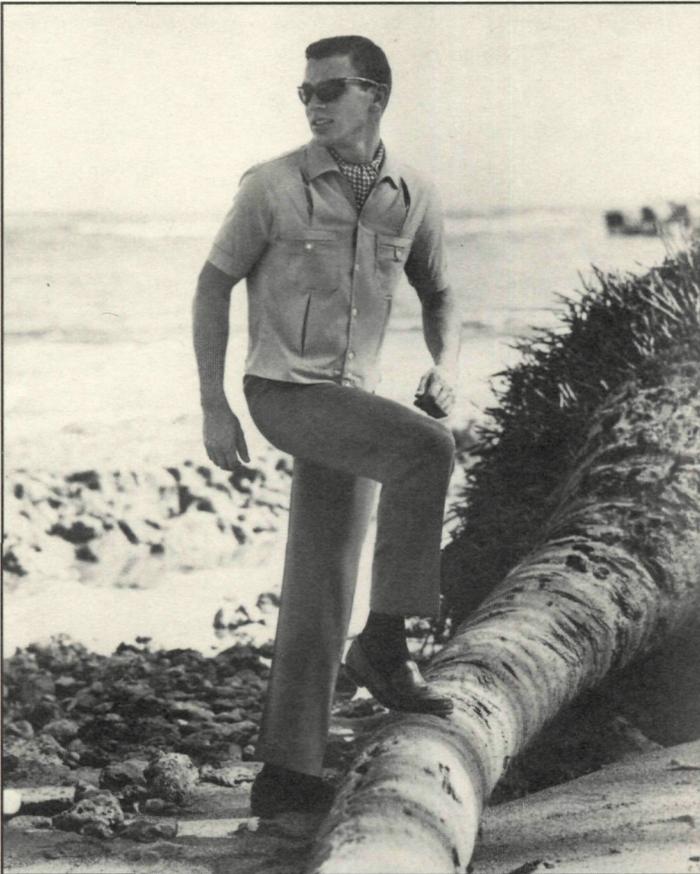


BUSINESS HISTORY REVIEW

AUTUMN 2006



A promotional photograph for DuPont's polyester-blend sportswear, 1964

AN ISSUE ON FASHION AND STYLE

Cover: "Uninhibited Comfort," a promotional campaign launched by DuPont in 1964 for its polyester-cotton-spandex sportswear. See the article in this issue by Regina Lee Blaszczyk on the marketing of synthetic fabrics. (Image courtesy of the Hagley Museum and Library.)

Back cover: The haute-couture atelier Carosa was founded in Rome in 1947 by two noblewomen, Giovanna Caracciolo Ginetti and Barbara Angelini Desalles. See the article in this issue by Elisabetta Merlo and Francesca Polese on the rise of Milan as a fashion hub. (Photograph by Giovanni Maria Fadigati. Courtesy of the G. B. Giorgini Archive, Florence.)



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Contents

ARTICLES

*Elisabetta Merlo and Francesca Polese, Turning Fashion into Business:
The Emergence of Milan as an International Fashion Hub* • 415

*Per H. Hansen, Networks, Narratives, and New Markets:
The Rise and Decline of Danish Modern Furniture Design,
1930–1970* • 449

*Regina Lee Blaszczyk, Styling Synthetics: DuPont's Marketing of
Fabrics and Fashions in Postwar America* • 485

ANNOUNCEMENTS • 529

REVIEW ESSAY

*Morris L. Bian, The Making of the State Enterprise System in
Modern China: The Dynamics of Institutional Change.*
Reviewed by Man Bun Kwan • 537

BOOK REVIEWS • 543

*Werner Abelshausen, translated by David R. Antal,
The Dynamics of German Industry: Germany's Path toward the
New Economy and the American Challenge.*
Reviewed by Gary Herrigel • 612

*Katherine G. Aiken, Idaho's Bunker Hill:
The Rise and Fall of a Great Mining Company, 1885–1981.*
Reviewed by Vagel C. Keller Jr. • 550

*Rafe Blaufarb, Bonapartists in the Borderlands:
French Exiles and Refugees on the Gulf Coast, 1815–1835.*
Reviewed by Benjamin F. Martin • 545

*Nigel Bowles, Nixon's Business: Authority and Power in
Presidential Politics.* *Reviewed by Dean J. Kotlowski* • 584

*Francesca Carnevali, Europe's Advantage: Banks and
Small Firms in Britain, France, Germany, and Italy since 1918.*
Reviewed by Forrest Capie • 610

Youssef Cassis and Ioanna Pepelasis Minoglou, editors,
Entrepreneurship in Theory and History.
Reviewed by Franco Amatori • 615

Alfred D. Chandler Jr., Shaping the Industrial Century:
The Remarkable Story of the Evolution of the Modern Chemical and
Pharmaceutical Industries. *Reviewed by John K. Smith Jr. • 572*

William R. Childs, The Texas Railroad Commission:
Understanding Regulation in America to the Mid-Twentieth Century.
Reviewed by Andrew W. Foshee • 557

Thomas Dublin and Walter Licht, The Face of Decline:
The Pennsylvania Anthracite Region in the Twentieth Century.
Reviewed by Perry K. Blatz • 555

Alison Fleig Frank, Oil Empire: Visions of Prosperity in
Austrian Galicia. *Reviewed by Holly Case • 608*

Richard M. Fried, The Man Everybody Knew:
Bruce Barton and the Making of Modern America.
Reviewed by Susan V. Spellman • 564

Philip J. Funigiello, Chronic Politics:
Health Care Security from FDR to George W. Bush.
Reviewed by Rick Mayes • 587

Michel Gobat, Confronting the American Dream:
Nicaragua under U.S. Imperial Rule.
Reviewed by Ralph Lee Woodward Jr. • 598

Douglas Gomery, The Hollywood Studio System: A History.
Reviewed by Eric Schaefer • 582

Anne Hanley, Native Capital: Financial Institutions and
Economic Development in São Paulo, Brazil, 1850–1920.
Reviewed by Zephyr Frank • 600

Richard E. Holl, From the Boardroom to the War Room:
America's Corporate Liberals and FDR's Preparedness Program.
Reviewed by Larry G. Gerber • 569

Daniel Horowitz, The Anxieties of Affluence:
Critiques of American Consumer Culture, 1939–1979.
Reviewed by Gary Cross • 543

Roger Horowitz, Putting Meat on the American Table: Taste, Technology,
Transformation. *Reviewed by Timothy B. Spears • 562*

Herbert H. Kaplan, *Nathan Mayer Rothschild and the Creation of a Dynasty: The Critical Years, 1806–1816.*
Reviewed by Priscilla Roberts • 605

Lien Bich Luu, *Immigrants and the Industries of London, 1500–1700.* *Reviewed by Beverly Lemire* • 602

Jeffrey L. Meikle, *Design in the USA.*
Reviewed by Merritt Roe Smith • 579

Chad Morgan, *Planters' Progress: Modernizing Confederate Georgia.*
Reviewed by Joseph P. Reidy • 548

Matthew Mulcahy, *Hurricanes and Society in the British Greater Caribbean, 1624–1783.*
Reviewed by James Alexander Dun • 592

Arthur L. Norberg, *Computers and Commerce: A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remington Rand, 1946–1957.* *Reviewed by Thomas Haigh* • 574

Karni R. Perez, *Fishing for Gold: The Story of Alabama's Catfish Industry.* *Reviewed by Robert S. Davis* • 577

Elliot A. Rosen, *Roosevelt, the Great Depression, and the Economics of Recovery.* *Reviewed by Jason Scott Smith* • 567

Frederick H. Smith, *Caribbean Rum: A Social and Economic History.*
Reviewed by David B. Ryden • 595

Robert L. Tignor, *W. Arthur Lewis and the Birth of Development Economics.* *Reviewed by Ranald Michie* • 617

Carl R. Weinberg, *Labor, Loyalty, and Rebellion: Southwestern Illinois Coal Miners and World War I.*
Reviewed by John H. M. Laslett • 553

David Witwer, *Corruption and Reform in the Teamsters Union.*
Reviewed by Aaron Max Berkowitz • 560

John Chi-Kit Wong, *Lords of the Rinks: The Emergence of the National Hockey League, 1875–1936.*
Reviewed by Steven A. Riess • 590

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