

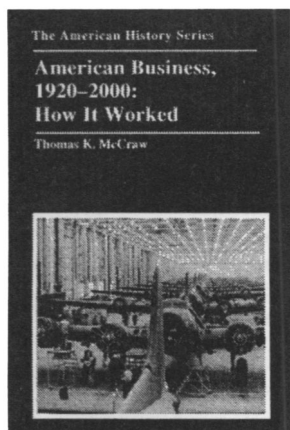
# Harlan Davidson

## AMERICAN BUSINESS, 1920–2000: HOW IT WORKED

Thomas K. McCraw

Harvard University,

Graduate School of Business Administration



This uncommonly readable book is unique in the market for its breadth of coverage and depth of analysis. Five of its ten chapters provide deft examinations of representative companies and the remarkable people who led them. The firms considered include McDonald's, Procter & Gamble, Boeing, General Motors, and Ford—all of which began as entrepreneurial startups and grew to become big businesses—their success stories counterbalanced by a detailed dissection of the monumental failure of RCA, long the world leader in consumer electronics but now gone the way of the Dodo.

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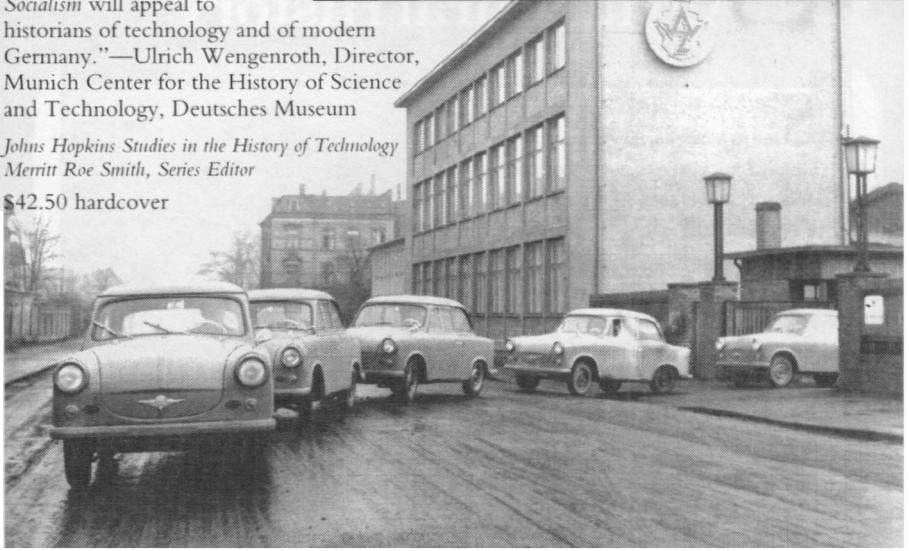
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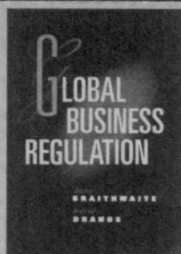
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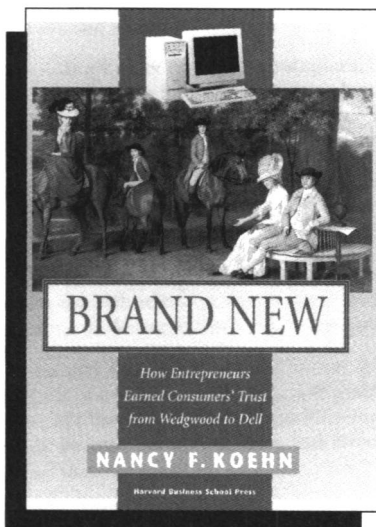


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The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes. We use the day-month-year form for dates, as 11 Feb. 1998. Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

## SAMPLE CITATION FORMS

Book: Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass., 1977), 321–22.

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