

1. Record Nr.	UNINA9910795657803321
Autore	Doleshal Zachary Austin
Titolo	In the Kingdom of Shoes : Bata, Zlin, Globalization, 1894-1945 // Zachary Austin Doleshal
Pubbl/distr/stampa	Toronto, Ontario : , : University of Toronto Press, , [2021] ©2021
ISBN	1-4875-3447-7 1-4875-3446-9
Edizione	[First edition.]
Descrizione fisica	1 online resource
Classificazione	cci1icc
Disciplina	338.4/768530943725
Soggetti	Footwear industry - Czech Republic - Zlin - History - 20th century Company towns - Czech Republic - Zlin - History - 20th century Labor and globalization - Czech Republic - History - 20th century World War, 1939-1945 - Czechoslovakia Corporate culture - Czech Republic - Zlin - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Contents -- List of Illustrations -- Acknowledgments -- Abbreviations and Terms -- Introduction -- 1 "A New Fixed Existence": The Modernization of Zlin -- 2 "Time Es Money": The Americanization of the Drevnice Valley, 1914-1923 -- 3 "An End to Politics," 1923-1926 -- 4 "Speak Briefly": Rationalization and Everyday Life, 1926-1932 -- 5 "Half the World Is Barefoot": The Globalization of the Bat'a System, 1931-1937 -- 6 "The Path of Perfection": Engineering the Batovci for an Uncertain World, 1933-1938 -- 7 "Everyone Gives Their Soul to Their Country," 1937-1939 -- 8 "Not a Nazi, but More or Less a Fool," 1939-1945 -- Conclusion -- Notes -- Bibliography -- Index
Sommario/riassunto	"One of the world's largest sellers of footwear, the Bata Company of Zlin, Moravia, has a remarkable history that touches on crucial aspects of what made the world modern. In the twilight of the Habsburg Empire, it Americanized its production model while also trying to Americanize its workforce. In the chaos of postwar Czechoslovakia, it promised a technocratic form of governance. During the Roaring Twenties, Bata became synonymous with rationalization across Europe

and thus a flashpoint for a continent-wide debate. In the Great Depression, Bata globalized when others contracted, and in doing so, became the first shoe company to unlock the potential of globalization. As Bata expanded worldwide, it became an example of corporate national indifference, where company personnel were trained to be able to slip into and out of national identifications with ease. Such indifference, however, was seriously challenged by the geopolitical crisis of the 1930s. Bata management turned nationalist, even fascist, on the cusp of the Second World War."--

---