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Nota di contenuto	Frontmatter -- Contents -- Tables -- Acknowledgements -- Contesting Deregulation: The 1970s as a Turning Point in Western History? Introductory Remarks -- Part I Continuities, or: The Long Second Half of the Twentieth Century -- CHAPTER 1 The Global Spread of Export Processing Zones, and the 1970s as a Decade of Consolidation -- CHAPTER 2 Continuity and Change in Germany's Social Market Economy: A Matter of Economic Style? -- CHAPTER 3 Pioneers of Capitalism: The Reshaping of the East German Planned Economy and the Managers of the Treuhandanstalt between State, Market and Society (1990–1994) -- CHAPTER 4 Against the Deregulatory Tide: Privacy Protection Legislation in the Federal Republic of Germany in the 1970s and 1980s -- CHAPTER 5 Changes in Business Organization: Integration in the American Workplace in the Early 1970s -- Part II Conceptual Transition in (State) Regulation from the 1970s to the 1980s -- CHAPTER 6 Helmut Schmidt, the 'Renewal' of European Social Democracy, and the Roots of Neoliberal Globalization -- CHAPTER 7 The Changing Corporate Tax Order of the European Community -- CHAPTER 8 The European Community and the Rise of a New Educational Order (1976–1986) -- CHAPTER 9 Project-Based Learning from the Late 1960s to the Early 1980s A Case Study from Lansing and Bremen -- Part III Regulatory Transitions in Enterprise

Practices -- CHAPTER 10 Technological Advance, Transatlantic Trade, External Equilibrium: American Financial Assistance to the Italian Nuclear Power Programmes from the 1960s through to the First Oil Crisis -- CHAPTER 11 Capital Hits the Road: Regulating Multinational Corporations during the Long 1970s -- CHAPTER 12 Marketization of the Enterprise: The Influence of Consultancy in the German Fibre Industry after the Boom -- CHAPTER 13 From Mutual Society to Public Corporation: The Case of the Halifax Building Society -- Index

**Sommario/riassunto**

Few would dispute that many Western industrial democracies undertook extensive deregulation in the 1970s and 1980s. Yet this narrative, in its most familiar form, depends upon several historiographical assumptions that bely the complexities and pitfalls of studying the recent past. Across thirteen case studies, the contributors to this volume investigate this "deregulatory moment" from a variety of historical perspectives, including transnational, comparative, pan-European, and national approaches. Collectively, they challenge an interpretive framework that treats individual decades in isolation and ignores broader trends that extend to the end of the Second World War.

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