

1. Record Nr.	UNINA9910967098203321
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Titolo	The logic of British and American industry : a realistic analysis of economic structure and government / / P. Sargent Florence
Pubbl/distr/stampa	London : , : Routledge, , 2003
ISBN	9780415313506 9781136512261 1136512268 9781136512339 1136512330 9781315016641 1315016648 9780415313503
Edizione	[1st ed.]
Descrizione fisica	1 online resource (396 p.)
Collana	Routledge library editions. Economics. Industrial economics ; ; VI
Disciplina	338/0942
Soggetti	Industries - Great Britain Industries - United States Industrial management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1953.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The structural approach -- Logic and fact of industrial structure -- The relations of industry and consumer -- Relations within the modern firm. Management and top government -- Government of free enterprise capitalism -- Nationalization, co-operation and state control -- The stimulus to labour, investment and enterprise -- Summary and conclusions. Cover; Title Page; Copyright Page; PREFACE; PREFACE TO SECOND EDITION; Table of Contents; CHAPTER I THE STRUCTURAL APPROACH; 1. THE QUESTION 'WHO?' AS A REALISTIC STARTING POINT; 2. THE TECHNICAL BACKGROUND; 3. THE SOCIAL STRUCTURE OF INDUSTRY; 4. THE SIZE DISTRIBUTION OF PLANTS AND FIRMS; 5. PATTERNS OF INDUSTRIAL LOCATION; 6. FORMS AND EXTENT OF INTEGRATION; CHAPTER II LOGIC AND FACT OF INDUSTRIAL STRUCTURE; 1. THE MEANING, MECHANISM AND MEASURES OF EFFICIENCY; 2. EFFICIENCY

OF THE LARGE FIRM OF VARYING PATTERN, THE SURVIVAL OF THE SMALL FIRM

3. CONDITIONS OF EFFICIENCY OF LARGE AND SMALL PLANTS4. THE INEFFICIENCY AND EFFICIENCY OF INTEGRATION; 5. THE LOGIC OF LOCALIZATION AND DISPERSION; 6. AGREEMENT AND DIVERGENCE OF LOGIC AND FACT. MANUFACTURING AND OTHER INDUSTRIES; CHAPTER III THE RELATIONS OF INDUSTRY AND CONSUMER; 1. PLANNED AND FREE CONSUMPTION. THE COSTS OF DISTRIBUTION; 2. THE LOGIC AND ILLLOGIC OF FREE CONSUMPTION; 3. THE VAGARIES OF FREE PRODUCTION, DESIGN AND DISTRIBUTION FOR FREE CONSUMPTION; 4. FORECASTING AND MARKET RESEARCH; 5. COMPETITION AND COMBINATION. SALES PRESSURE AND ADVERTISING

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Sommario/riassunto

Summarizing the facts about the prevailing sizes of industrial firms or plants and the patterns of industrial location in Britain and America, this book also interprets the facts in basic terms such as technical requirements and consumer habits.

Examining investment and human resource management, the contrasts and (unexpected) similarities in the industrial structure and government of the two countries are analysed.
The book includes new research into the real seat of power in the British joint stock company and compares the results with the realities of the American corporation.
