

1. Record Nr.	UNINA990006621560403321
Titolo	Monetary economics in the 1980s : the Henry Thornton lectures, numbers 1-8 / edited by Forrest Capie, Geoffrey E. Wood
Pubbl/distr/stampa	London, : MacMillan Press-Centre for Banking and International Finance the City University, 1989
Descrizione fisica	X, 240 p. ; 22 cm
Collana	Studies in banking and international finance
Disciplina	332.4
Locazione	FSPBC FGBC DTE
Collocazione	VI A 808 XV M1 84 COL ES N 516 XV M1 197
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910975140203321
Titolo	History and strategy // edited by Steven J. Kahl, Brian S. Silverman, Michael A. Cusumano
Pubbl/distr/stampa	Bingley, : Emerald, c2012
ISBN	9786613901187 9781283588737 1283588730 9781781900253 1781900256
Edizione	[1st ed.]
Descrizione fisica	1 online resource (373 p.)
Collana	Advances in strategic management, , 0742-3322 ; ; v. 29
Altri autori (Persone)	KahlSteven J SilvermanBrian S CusumanoMichael A. <1954->
Disciplina	658.4012
Soggetti	Business & Economics - Management Business & Economics - Strategic Planning Economics, finance, business & management Business strategy Strategic planning Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The integration of history and strategy research / Steven J. Kahl, Brian S. Silverman, Michael A. Cusumano -- Economic experiments and the development of wi-fi / Shane Greenstein -- Platforms versus products : observations from the literature and history / Michael A. Cusumano -- Patent pools : licensing strategies in the absence of regulation / Ryan Lampe, Petra Moser -- Marrying history and social science in strategy research / Johann Peter Murmann -- The evolution of alternative business models and the legitimization of universal credit card industry : exploring the contested terrain where history and strategy meet / Huseyin Leblebici -- Strategy followed structure : management consulting and the creation of a market for 'strategy,' 1950-2000 /

Christopher McKenna -- Strategy, ideology, and structure : the political processes of introducing the M-form in two Dutch banks / Matthias Kipping, Gerarda Westerhuis -- History in strategy research : what, why, and how? / Paul Ingram, Hayagreeva Rao, Brian S. Silverman -- Audience structure and the failure of institutional entrepreneurship / Steven J. Kahl, Gregory J. Liegel, JoAnne Yates -- Orphaned jazz : short-lived start-ups and the long-run success of Depression-era cultural products / Damon J. Phillips.

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## Sommario/riassunto

Business historians and economic historians frequently contribute to our understanding of strategic management, and strategy scholars often rely on a deep understanding of historical context to make sense of classic strategy issues. Historically, the two sets of scholars have not always communicated with each other as effectively as one might hope. They also have different approaches to methodology and assessment of validity of results, which adds to this 'two solitudes'. In this volume, strategy scholars, business historians, and economic historians are brought together to develop a volume that explores the complementarities of approaches.

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