
HIST 7970 – History of Business, Markets, and Capitalism Fall 2020

Thursdays, 1 p.m. – 3:50 p.m., Spidle Hall 318 / Zoom
Dr. Xaq Frohlich, 331 Thach Hall, frohlich@auburn.edu
Zoom Office Hours: R 4-5PM (**and by appointment**)

Description and Goals

This reading-intensive course surveys the field of business history, with a focus on the history of capitalism, markets and marketing, and consumer culture and politics. It examines important business institutions — the firm, marketing and advertising, brands, retailers and consumers— and focuses on specific case studies for each, including the auto and supermarket industries, branded beverages, and activists as “moral entrepreneurs.”

Structure and Expectations

This is a seminar, so it is vital that you come to class prepared to discuss all of the required readings both in depth and with historiographical breadth. In other words, I want us to discuss why each book was written—and how, and to what effect—by picking apart each author’s stories, evidence, arguments, and place within the historiography. I will lead our discussion and describing the supplementary reading during the first week; in subsequent weeks students will take turns leading discussion and summarizing the other readings.

Each week’s material consists of two required readings—a book and an article—and then a number of supplemental readings. You will need to read both required readings for each session, and you’ll need to be prepared to discuss them in class. Please note that you will NOT need to do the response paper if it is your turn to lead discussion or give the practice undergrad “class” (see below). We’ll divvy up the discussion lead and supplemental readings during our first class meeting.

In sum, the week-to-week workload of this course consists of four elements:

- (1) You will come to class each week prepared to **participate** and discuss the shared required readings
- (2) You will prepare a ~500-word **response paper** on the required reading each week, to be posted online to Canvas the night before class (i.e. Wednesday night).
- (3) You will take turns **leading discussion** each week.
- (4) You will take turns **summarizing supplementary reading**.

In addition, there are two other important element to your workload this term:

(5) **Practice undergrad lesson:** In the second week of class, students will select one week for which they will be responsible to prepare a 15-minute practice undergraduate lesson. The purpose of this is to have students practice translating our graduate-level course topics and discussions into undergraduate-level curriculum. Students can decide whether they want this 15-minute “class” to be a lecture or an active learning exercise, but they will be assessed on how well-organized and clearly structured the lesson is, and how well they have adapted it to an undergraduate survey-level audience.

(6) **Final paper:** You will write a historiographic essay (no more than 5000 words) on some topic in business history (*e.g. what have business historians written on the computer industry? According to business historians, what role does regulation play in the modern economy?*). The goal is to explore a topic or subfield of business history and practice analyzing and engaging other historians’ arguments about that topic or subfield.

Required Texts

Please see the calendar below for the required and supplemental readings for this course. All but one of the required readings [Elmore, *Citizen Coke*] are on reserve at the RBD Library (1-day checkout limit) and/or available as an e-book. The various articles I’ve assigned are either available online—through Project Muse, Jstor, or a similar engine—or they are posted to Canvas. (*If it’s assigned and it isn’t on Canvas, it’s available to you digitally via the Auburn University Library System.*) I encourage you to look for discounted or used copies of the books through the following online retailers:

<https://www.amazon.com> [*seek used copies through the Amazon.com's Marketplace*]

<https://www.bookdepository.com/>

<https://www.thriftbooks.com>

Grading Schedule

30% = weekly response papers + supplemental reading summary

10% = class participation

10% = discussion lead

10% = practice undergrad lesson

40% = final paper

Policy on Students with Disabilities

If you require accommodations, please see me during the first week of class. Bring your Accommodation Memo and Instructor Verification Form with you. If you do not have these forms, you need to visit the Program for Students with Disabilities (1228 Haley) to obtain them before coming to see me.

Calendar

Week 1 [Aug. 20]: The Classics [Spidle Hall 318]

- Required Readings:
 - Karl Polanyi, *The Great Transformation: The Political and Economic Origins of our Time* (Beacon Press, 2001 [1944]). **[political economy]**
 - Naomi R. Lamoreaux, Daniel M. G. Raff, and Peter Temin. "Beyond Markets and Hierarchies: Toward a New Synthesis of Business History," *American Historical Review* 108, no. 2 (2003): 404-433.
- Supplementary Readings:
 - Karl Marx, *Capital, Volume 1* (N.Y.: Penguin, 1990 [1867]).
 - Max Weber, *The Protestant Ethic and the Spirit of Capitalism* (Schribner, 1976 [1905]).
 - Joseph A. Schumpeter, *Capitalism, Socialism, and Democracy* (Harper, 1947 [1942]). **[innovation studies]**
 - E.P. Thompson, *The Making of the English Working Class* (Vintage Books, 1966 [1963]). **[Marxist history]**
 - Fernand Braudel, *Civilization and Capitalism, 15th-18th Century* (Harper & Row, 1981 [1967]). **[Annales School]**
 - Kenneth Pomeranz, *The Great Divergence: China, Europe, and the Making of the Modern World Economy* (Princeton University Press, 2000). **[economic history]**

Week 2 [Aug. 27]: The Rise of Capitalism [Zoom]

- Required Readings:
 - Jonathan Levy, *Freaks of Fortune: The Emerging World of Capitalism and Risk in America* (Harvard University Press, 2012).
 - Sven Beckert et al., "Introduction" In *American Capitalism: New Histories*, Eds. Sven Beckert & Christine Desan (Columbia University Press, 2018), pp. 1-35.
- Supplementary Readings:
 - William Leach, *Land of Desire: Merchants, Power, and the Rise of a New American Culture* (New York: Vintage Books, 1993).
 - John Micklethwait & Adrian Wooldridge, *The Company: A Short History of a Revolutionary Idea* (New York: Modern Library, 2003).
 - Stanley Buder, *Capitalizing on Change: A Social History of American Business* (University of North Carolina Press, 2009).
 - Richard White, *Railroaded: The Transcontinentals and the Making of Modern America* (W.W. Norton & Co., 2011).
 - Joyce Appleby, *The Relentless Revolution: A History of Capitalism* (W.W. Norton & Company, 2011).

Week 3 [Sept. 3]: The Firm and the Managerial Class [Spidle Hall 318]

- Required Readings:
 - Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass.: Harvard Belknap, 1977). **[firm studies]**
 - Margaret C. Levenstein, "Escape from Equilibrium: Thinking Historically about Firm Responses to Competition," *Enterprise and Society* 13 (Dec. 2012): 710-28.
- Supplementary Readings:
 - Margaret Graham, *RCA and the VideoDisc: the Business of Research* (Cambridge University Press, NY, 1986).
 - Alfred Chandler, *Scale and Scope: The Dynamics of Industrial Capitalism* (Belknap Press, 1990).
 - Philip Scranton, *Endless Novelty: Specialty Production and American Industrialization, 1865-1925* (Princeton, N.J.: Princeton University Press, 1997).
 - Roland Marchand, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* (University of California Press, 1998).
 - Louis Hyman, *Temp: The Real Story of What Happened to Your Salary, Benefits, and Job Security* (Penguin Random House, 2019).

Week 4 [Sept. 10]: Case Study: The Auto Industry [Moved to 7-10PM, Zoom with author: Vinsel]

- Required Readings:
 - Lee Vinsel, *Moving Violations: Automobiles, Experts, and Regulations in the United States* (Johns Hopkins University Press, 2019).

- Thomas K. McCraw and Richard S. Tedlow, “Henry Ford, Alfred Sloan, and the Three Phases of Marketing”, chapter 8 in McCraw, T.K. (ed.) *Creating Modern Capitalism: How Entrepreneurs, Companies, and Countries Triumphed in Three Industrial Revolutions* (Cambridge, Mass.: Harvard University Press, 1997), pp. 264- 300.
- Supplementary Readings:
 - David R. Farber, *Sloan Rules: Alfred P. Sloan and the Triumph of General Motors* (University of Chicago Press, 2002).
 - Shane Hamilton, *Trucking Country: The Road to America’s Wal-Mart Economy* (Princeton University Press, 2008)
 - David N. Lucsko, *The Business of Speed: The Hot Rod Industry in America, 1915–1990* (Baltimore: Johns Hopkins University Press, 2008).

Week 5 [Sept. 17]: Markets & Marketing [Spidle Hall 318]

- Required Readings:
 - Angus Burgin, *The Great Persuasion: Reinventing Free Markets since the Depression* (Harvard University Press, 2012).
 - Daniel T. Rodgers, “The Rediscovery of the Market,” Chapter 2 in *Age of Fracture* (Harvard University Press, 2011), pp. 41-76.
- Supplementary Readings:
 - Michel Callon (ed.), *The Laws of the Markets* (Oxford: Blackwell Publishers, 1998). **[economic sociology]**
 - Michel Callon (ed.), *Market Devices* (Wiley-Blackwell, 2007). **[economic sociology]**
 - Karen Ho, *Liquidated: An Ethnography of Wall Street* (Duke University Press, 2009).
 - Douglas Ward, *A New Brand of Business: Charles Coolidge Parlin, Curtis Publishing Company, and the Origins of Market Research* (Temple University Press, 2009).
 - Lucien Karpik, *Valuing the Unique: The economics of singularities* (Princeton University Press, 2010). **[valuation studies]**

Week 6 [Sept. 24]: Case Study: Brands & Beverages [Zoom with author: Elmore]

- Required Readings:
 - Bartow J. Elmore, *Citizen Coke: The Making of Coca-Cola Capitalism* (W.W. Norton & Company, 2014).
 - Richard S. Tedlow, “The Great Cola Wars: Coke vs. Pepsi,” Chapter 2 in *New and Improved: The Story of Mass Marketing in America* (New York: Basic Books, 1990), pp. 22-111.
- Supplementary Readings:
 - Teresa da Silva Lopes, *Global Brands: The Evolution of Multinationals in Alcoholic Beverages* (Cambridge University Press, 2007).
 - Teresa da Silva Lopes and Paul Duguid (eds.), *Trademarks, Brands, and Competitiveness* (New York: Routledge, 2010). [esp., Paul Duguid, “Brands in Chains”]
 - Nancy Koehn, *Brand New: How Entrepreneurs Earned Consumers’ Trust From Wedgwood to Dell* (Boston, Mass.: Harvard Business School Press, 2001). [esp. “Chapter 6. Howard Schultz and Starbucks Coffee Company”]

Week 7 [Oct. 1]: Advertising & Mass Markets [Spidle Hall 318]

- Required Readings:
 - Susan Strasser, *Satisfaction Guaranteed: The Making of the American Mass Market* (Pantheon Books, 1989).
 - Regina Lee Blaszczyk, “Ernest Dichter and the Peacock Revolution: Motivation Research, the Menswear Market and the DuPont Company,” in S. Schwarzkopf & R. Gries (eds.), *Ernest Dichter and Motivation Research* (London: Palgrave Macmillan, 2010), pp. 126-139.
- Supplementary Readings:
 - Roland Marchand, *Advertising the American Dream: Making Way for Modernity, 1920-1940* (University of California Press, 1985).
 - Jackson Lears, *Fables of Abundance: A Cultural History of Advertising in America* (Basic Books, 1994).
 - Pamela W. Laird, *Advertising Progress: American Business and the Rise of Consumer Marketing* (Johns Hopkins University Press, 1998).
 - Walter A. Friedman, *Birth of a Salesman: The Transformation of Selling in America* (Harvard University Press, 2004).
 - Jan L. Logemann, *Engineered to Sell: European Emigrés & the Making of Consumer Capitalism* (University of Chicago Press, 2019).

Week 8 [Oct. 8]: Case Study: Moral Entrepreneurs, Activism, and Corporate Social Responsibility [Zoom]

- Required Readings:
 - David K. Johnson, *Buying Gay: How Physique Entrepreneurs Sparked a Movement* (Columbia University Press, 2019).

- David Farber, "Building the counterculture, creating right livelihoods: The counterculture at work," *The Sixties: A Journal of History, Politics, and Culture* Vol. 6, Iss. 1 (2013): 1-24.
- Supplementary Readings:
 - Tiffany M. Gill, *Beauty Shop Politics: African American women's activism in the beauty industry* (University of Illinois Press, 2010).
 - Joshua Davis, *From Head Shops to Whole Foods: The Rise and Fall of Activist Entrepreneurs* (Columbia University Press, 2017).
 - Hartmut Berghoff & Adam Rome (eds.), *Green Capitalism?: Business and the Environment in the Twentieth Century* (University of Pennsylvania Press, 2017).

Week 9 [Oct. 15]: Retailing [Spidle Hall 318]

- Required Readings:
 - Bethany Moreton, *To Serve God and Wal-Mart: The Making of Christian Free Enterprise* (Harvard University Press, 2009).
 - Vicki Howard, Department store advertising in newspapers, radio, and television, 1920-1960," *Journal of Historical Research in Marketing* Vol 2, Iss. 1 (January 2010): 61-85.
- Supplementary Readings:
 - Michael B. Miller, *The Bon Marche: Bourgeois Culture and the Department Store, 1869-1920* (Princeton University Press, 1981).
 - Daniel Miller, *A Theory of Shopping* (Cornell University Press, 1998).
 - Franck Cochoy, *On the Origins of Self-Service* (Routledge, 2014).
 - Vicki Howard, *From Main Street to Mall: The Rise and Fall of the American Department Store* (University of Pennsylvania Press, 2015).
 - Helen Tangires, *Movable Markets: Food Wholesaling in the Twentieth-Century City* (Johns Hopkins University Press, 2019).

Week 10 [Oct. 22]: Case Study: Supermarkets [Zoom]

- Required Readings:
 - Tracey Deutsch, *Building a Housewife's Paradise: Gender, Politics, and American Grocery Stores in the Twentieth Century* (University of North Carolina Press, 2010).
 - Catherine Grandclément, "Wheeling one's groceries around the store: The invention of the shopping cart, 1936-1953," In *Food Chains: From Farmyard to Shopping Cart* (Pennsylvania University Press, 2009).
- Supplementary Readings:
 - Rachel Bowlby, *Carried Away: The invention of modern shopping* (Columbia University Press, 2002).
 - Susan V. Spellman, *Cornering the Market: Independent Grocers and Innovation in American Small Business* (Oxford University Press, 2016).
 - Shane Hamilton, *Supermarket U.S.A.: Food and Power in the Cold War Farms Race* (Yale University Press, 2018).

Week 11 [Oct. 29]: Consumers pt 1: Culture [Spidle Hall 318]

- Required Readings:
 - Regina Lee Blaszczyk, *Imagining Consumers: Design and Innovation from Wedgewood to Corning* (Baltimore: Johns Hopkins University Press, 2000).
 - Chessel, Marie-Emmanuelle and Sophie Dubuisson-Quellier, "Chapter 4: The Making of the Consumer: Historical and Sociological Perspectives," in Kravets, Olga, Pauline Maclaran, Steven Miles & Alladi Venkatesh, *The SAGE Handbook of Consumer Culture* (SAGE Publications, 2018), pp. 43-60.
- Supplementary Readings:
 - John Brewer and Roy Porter (eds), *Consumption and the World of Goods* (New York: Routledge, 1993). [esp. Jean-Christophe Agnew, "Coming Up for Air: Consumer Culture in Historical Perspective"]
 - Jeffrey Sklansky, *The Soul's Economy: Market Society and Selfhood in American Thought, 1820-1920* (University of North Carolina Press, 2002).
 - Daniel Horowitz, *The Anxieties of Affluence: Critiques of American Consumer Culture, 1939-1979* (University of Massachusetts Press, 2004).
 - Kristin Hoganson, *Consumers' Imperium: The Global Production of American Domesticity, 1865-1920* (University of North Carolina Press, 2007).
 - Jan de Vries, *The Industrious Revolution: Consumer Behavior and the Household Economy, 1650 to the Present* (Cambridge: Cambridge University Press, 2008).

Week 12 [Nov. 5]: Consumers pt 2: Politics [Zoom]

- Required Readings:
 - Elizabeth Cohen, *A Consumer's Republic: The Politics of Mass Consumption in Postwar America* (Vintage Books, 2003).
 - Stefan Schwarzkopf, "The Consumer as 'Voter,' 'Judge,' and 'Jury': Historical Origins and Political Consequences of a Marketing Myth," *Journal of Macromarketing* 31(1) (2011): 8-18.
- Supplementary Readings:
 - Meg Jacobs, *Pocketbook Politics: Economic Citizenship in Twentieth-century America* (Princeton University Press, 2005).
 - Charles McGovern, *Sold American: Consumption and Citizenship, 1890-1945* (University of North Carolina Press, 2006).
 - Franck Trentmann, *The Making of the Consumer: Knowledge, Power and Identity in the Modern World* (Berg Publishers, 2005).
 - Lawrence B. Glickman, *Buying Power: A History of Consumer Activism in America* (University of Chicago Press, 2009).
 - Carolyn M. Goldstein, *Creating Consumers: Home Economists in Twentieth-century America* (University of North Carolina Press, 2012).

Week 13 [Nov. 12]: New Directions - Crisis and Fraud [Spidle Hall 318]

- Required Readings:
 - Stephen Mihm, *A Nation of Counterfeiters: Capitalists, Con Men, and the Making of the United States* (Harvard University Press, 2009).
 - Scott Reynolds Nelson, "A Storm of Cheap Goods: New American Commodities and the Panic of 1873," *Journal of the Gilded Age and Progressive Era* Vol. 10, Iss. 4 (October 2011): 447-453.
- Supplementary Readings:
 - Louis Hyman, *Debtor Nation: The History of America in Red Ink* (Princeton University Press, 2011).
 - Jefferson R. Cowie, *Stayin Alive: The 1970s and the Last Days of the Working Class* (The New Press, 2012).
 - Scott Reynolds Nelson, *A Nation of Deadbeats: An Uncommon History of America's Financial Disasters* (Knopf, 2012).
 - Edward Balleisen, *Fraud: An American History from Barnum to Madoff* (Princeton University Press, 2017).
 - Anne Fleming, *City of Debtors: A Century of Fringe Finance* (Harvard University Press, 2018).

Week 14 [Nov. 19]: New Directions - The Senses [Zoom with author: Hisano]

- Required Readings:
 - Ai Hisano, *Visualizing Taste: How Business Changed the Look of What You Eat* (Harvard University Press, 2019).
 - David Howes, "Sense appeal: the marketing of sensation," Chapter 5 in *Ways of Sensing: Understanding the Senses in Society* (Routledge, 2013), pp. 125-151.
- Supplementary Readings:
 - Elspeth H. Brown, *The Corporate Eye: Photography and the Rationalization of American Commercial Culture, 1884-1929* (Johns Hopkins University Press, 2005).
 - David Suisman, *Selling Sounds: The Commercial Revolution in American Music* (Harvard University Press, 2009).
 - Geoffrey Jones, *Beauty Imagined: A History of the Global Beauty Industry* (Oxford University Press, 2010).
 - Regina Lee Blaszczyk, *The Color Revolution* (MIT Press, 2012).
 - Susanne Freidberg, *Fresh: A Perishable History* (Cambridge, Mass.: Belknap Press, 2010).

[Week 15 — THANKSGIVING BREAK]

[Week 16 — EXAMS WEEK: **FINAL PAPER DUE DECEMBER 8th**]