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**EDUCATION:** Corpus Christi College, Cambridge.  
BA (Hons), MA, Ph.D. History.

Copenhagen Business School, Denmark  
PhD (Honorary) Economics and Business Administration

**EMPLOYMENT:**

2002– Harvard Business School  
*Isidor Straus Professor of Business History*

2000–2002 Harvard Business School  
*Thomas Henry Carroll-Ford Foundation Visiting Professor of Business Administration.*

1999–2002 Erasmus University Rotterdam, The Netherlands,  
*Visiting Professor of Business History.*

1988–2002 Economics Department, Reading University, UK  
*Professor of International Business History.*

1979–1988 Economic History Department, London School of Economics, UK  
*Lecturer in Economic History.*

1977–1979 Corpus Christi College, Cambridge, UK  
*Research Fellow.*

**PUBLICATIONS:**

**MONOGRAPHS**

*Renewing Unilever. Transformation and Tradition* (Oxford University Press, 2005).

*Multinationals and Global Capitalism* (Oxford University Press, 2005).

*Merchants to Multinationals* (Oxford University Press, 2000).

*The Evolution of International Business* (Routledge, 1996).

*British Multinational Banking 1830-1990* (Clarendon Press, 1993).

(and F. Bostock), *Planning and Power in Iran* (Frank Cass, 1989).

*Banking and Oil: The History of the British Bank of the Middle East*, volume 2 (Cambridge University Press, 1987).

*Banking and Empire in Iran: The History of the British Bank of the Middle East*, volume 1 (Cambridge University Press, 1986).

*The State and the Emergence of the British Oil Industry* (Macmillan, 1981).

**EDITED BOOKS**

(and J. Zeitlin), (eds.), *Oxford Handbook of Business History* (Oxford University Press, 2008).

(and F. Amatori), (eds.), *Business History Around the World* (Cambridge University Press, 2003).

(and Lina Galvez-Munoz), (eds.), *Foreign Multinationals in the United States* (Routledge, 2001).

(ed.) *The Trader Multinationals* (Routledge, 1998).

(and Nicholas J. Morgan), (eds.), *Adding Value. Brands and Marketing in Food and Drink z*

(ed.), *The Making of Global Enterprise* (Frank Cass, 1994).  
 (ed.), *Coalitions and Collaboration in International Business* (Edward Elgar, 1993).  
 (and Mary Rose), (eds.), *Family Capitalism* (Frank Cass, 1993).  
 (and Richard Tedlow), (eds.), *The Rise and Fall of Mass Marketing* (Routledge, 1993).  
 (ed.), *Transnational Corporations: A Historical Perspective* (Routledge, 1993).  
 (and Harm Schroter), (eds.), *The Rise of Multinationals in Continental Europe* (Edward Elgar, 1993).  
 (and Charles Harvey), (eds.), *Organisational Capability and Competitive Advantage* (Frank Cass, 1992).  
 (ed.), *Multinational and International Banking* (Edward Elgar, 1992).  
 (ed.), *Banks and Money. International and Comparative Finance in History* (Frank Cass, 1991).  
 (and M.W. Kirby), (eds.), *Competitiveness and the State* (Manchester University Press, 1991).  
 (ed.), *Banks as Multinationals* (Routledge, 1990).  
 (and R. Davenport-Hines), (eds.), *British Business in Asia since 1860* (Cambridge University Press, 1989).  
 (and R. Davenport-Hines), (eds.), *The End of Insularity, Essays in Comparative Business History* (Frank Cass, 1988).  
 (and R. Davenport-Hines), (eds.), *Enterprise, Management and Innovation in British Business 1914-1980* (Frank Cass, 1988).  
 (ed.), *British Multinationals: Origins, Management and Performance* (Gower, 1986).  
 (and P. Hertner), (eds.), *Multinationals: Theory and History* (Gower, 1986).  
 (and G. Gerenstain), English edition and Introduction to P.V. Ol,' *Foreign Capital in Russia* (Garland Press, 1983).

#### ARTICLES IN REFEREED JOURNALS

"Blonde and Blue-eyed? Globalizing Beauty, c.1945–c.1980." *Economic History Review* 61, no. 1 (February 2008)

"Learning to Live with Governments: Unilever in India and Turkey, 1950-1980." *Entreprises et Histoire* 49 (December 2007).

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"The End of Nationality? Global Firms and 'Borderless Worlds,'" *Zeitschrift für Unternehmensgeschichte* 51, no. 2 (2006).

"L'innovazione nella grande impresa: l'esperienza della Unilever dal 1960 al 1990," *Annali di storia dell'impresa* 17 (2006).

(and T. Khanna) "Bringing History (Back) into International Business," *Journal of International Business Studies* 37, no. 4 (July 2006).

(and P. Miskell) "European Integration and Corporate Restructuring: The Strategy of Unilever c1957-c1990," *Economic History Review* 58, no. 1 (February 2005).

(and A. Kraft) "Corporate Venturing: The Origins of Unilever's Pregnancy Test," *Business History* 46 (2004).

"Business Enterprises and Global Worlds," *Enterprise & Society* 3, no. 4 (December 2002).

"Control, Performance, and Knowledge Transfers in Large Multinationals: Unilever in the United States, 1945-1980," *Business History Review* 76 (Autumn 2002).

(and L. Nachum and J.H.Dunning), "The international competitiveness of the UK and its international enterprises" *Structural Change and Economic Dynamics* 12 (2001).

(and S.Lundan) "The 'Commonwealth effect' and the process of internationalization." *The World Economy* (2001).

"A New History of Unilever," *NEHA-Bulletin voor de economische geschiedenis in Nederland* 14, no. 2 (2000).

(and J.H. Dunning and L. Nachum) "UK FDI and the comparative advantage of the UK," *The World Economy* (2000).

"Corporate Governance and British Industry," *Entreprises et Histoire*, 21 (1999).

(and J. Wale) "Diversification Strategies of British Trading Companies: Harrisons & Crosfield c1900-c1980," *Business History* (1999).

- (and J. Wale) "Merchants as Business Groups: British Trading Companies in Asia before 1945," *Business History Review* (1998).
- "Global Perspectives and British Paradoxes," *Business History Review* (1997).
- "Diversification Strategies and Corporate Governance in Trading Companies: Anglo-Japanese Comparisons since the late Nineteenth Century," *Business and Economic History* (1996).
- (and F. Bostock), "US Multinationals in British Manufacturing before 1962," *Business History Review* (1996).
- "Cross-Investments in Transnational Banking: Britain, Germany and the United States in the Twentieth Century," *Zeitschrift für Unternehmensgeschichte* (1994).
- "Big Business, Management and Competitiveness in Twentieth Century Britain," *Japan Business History Review* Vol. 29 (1994). In Japanese.
- (and F. Bostock), "Foreign Multinationals in British Manufacturing, 1850-1962," *Business History* (1994).
- "The Making of Global Enterprise," *Business History* (1994).
- "British Multinational Enterprise and British Business History since the Nineteenth Century," *Zeitschrift für Unternehmensgeschichte* Vol. 38 (1993).
- (and Mary B. Rose), "Family Capitalism," *Business History*, (1993).
- "Public Policy and British Multinational Banks 1914-1982," *Business and Economic History* Vol 21 (1992).
- "British Business in Germany since the Nineteenth Century," *Zeitschrift für Unternehmensgeschichte* (1992).
- "Foreign Multinational Investment in Britain before 1945: Causes and Consequences," *Economic History Review* (1988).
- "The Imperial Bank of Iran and Iranian Economic Development 1890-1952," *Business and Economic History* Vol. 16 (1987).
- "The Gramophone Company: An Anglo-American Multinational 1898-1931," *Business History Review* (1985).
- "Multinational Chocolate: Cadbury Overseas, 1918-1939," *Business History* (1984).
- "The Expansion of British Multinational Enterprise: The Case of Dunlop," *Economic History Review* (1984).
- "Lombard Street on the Riviera: The British Clearing Banks and Europe, 1900-1960," *Business History* (1982). Reprinted in F.H.H. King (ed.), *Eastern Banking* (Athlone, 1983).
- (and Clive Trebilcock), "Russian Industry and British Business, 1910-1930: Oil and Armaments," *Journal of European Economic History* (1982).
- "The State and Economic Development in India, 1890-1947: The Case of Oil," *Modern Asian Studies* (1979).
- "The Fuel Oil Market in Britain, 1900-1914: A Lost Cause Revisited," *Business History* (1978).
- "The British Government and the Oil Companies 1912-1924: The Search for an Oil Policy," *Historical Journal* (1977).

#### **CHAPTERS IN EDITED BOOKS ETC**

- (and R. Daniel Wadhvani). "Entrepreneurship" in *The Oxford Handbook of Business History*, edited by G. Jones and Jonathan Zeitlin. (Oxford University Press, 2008).
- Jones, G. "Globalization," in *The Oxford Handbook of Business History*, edited by G. Jones and Jonathan Zeitlin (Oxford University Press, 2008.)
- "Multinationals from the 1930s to the 1980s," in Alfred D. Chandler Jr. and Bruce Mazlish (eds.), *Leviathans. Multinational Corporations And The New Global History* (Cambridge University Press, 2005).
- (and K.E. Sluyterman) "British and Dutch Business History," in Franco Amatori and Geoffrey Jones (eds.), *Business History Around the World* (Cambridge University Press, 2003).
- "Multinationals," in Franco Amatori and Geoffrey Jones (eds.), *Business History Around the World* (Cambridge University Press, 2003).
- "Overseas Banks after the End of Empire: Challenges and Responses," in T. de Graaf, J. Jonker and J-J Mobron (eds.), *European Banking Overseas, 19<sup>th</sup>-20<sup>th</sup> Centuries* (ABN Amro, 2002).

- (and J. Dunning and L. Nachum), "The international competitiveness of the UK: Is it eroding or rather changing form?" in J.H. Dunning and J.L. Mucchielli (eds.), *Multinational Firms, The Global - Local Dilemma* (Routledge, 2002).
- "Company History and Business History in the 1990s," *European Yearbook on Business History*, 2000.
- "British trading companies and industrial development," in F. Amatori, A. Colli and N. Crepas (eds.), *Deindustrialisation and Reindustrialisation in 20<sup>th</sup> Century Europe* (Franco Angeli, 1999).
- "Multinational Cross-Investment between Switzerland and Britain 1914-1945," in Sébastien Guex (ed.), *Switzerland and the Great Powers 1914-1945* (Droz, 1999).
- "British Overseas Banks as Free-Standing Companies 1830-1994," in H.G. Schröter and M. Wilkins (eds.), *The Free-Standing Company* (Oxford University Press, 1998)
- "Concentration and Internationalisation in Banks after the Second World War," in Sara Kinsey and Lucy Newton (eds.), *International Banking in an Age of Transition* (Ashgate, 1998).
- "Multinationals, Development and Social Change in Asia: Long-Term Perspectives," *Institute of Asia-Pacific Studies*, No 39 (1997).
- "Big Business, Management and Competitiveness in Twentieth Century Britain," in A.D. Chandler, F. Amatori and T. Hikino (eds.), *Big Business and the Wealth of Nations* (Cambridge University Press, 1997).
- "The Evolution of European Multinational Banking before 1914: Comparisons and Contrasts," in W. Feldenkirchen, F. Schönert-Röhlk and G. Schulz (eds.), *Wirtschaft, Gesellschaft, Unternehmen* (Franz Steiner Verlag, 1995).
- "British Multinational Banking in Asia before 1960," in O. Checkland, S. Nishimura, and N. Tamaki (eds.), *Pacific Banking 1859-1959. East Meets West* (Macmillan, 1994).
- "British Multinationals and British Business since 1850," in M. Rose and M.W. Kirby (eds.), *Business Enterprise in Modern Britain* (Routledge, 1994).
- "British multinational banking strategies over time," in H. Cox, J. Clegg and G. Ietto-Gillies (eds.), *The Growth of Global Business* (Routledge, 1993).
- "Great Britain," in *Europäische Bankengeschichte* (Verlag Fritz Knapp, 1993).
- "The Legacy of the Past: British Multinational Banking Strategies since the Nineteenth Century," in Peter J. Buckley and Mark Casson (eds.), *Multinational Enterprises in the World Economy* (Edward Elgar, 1992).
- "International Financial Centres in Asia, the Middle East and Australia: A Historical Perspective," in Y. Cassis (ed.), *Finance and Financiers in Europe in the Nineteenth and Twentieth Centuries* (Cambridge University Press, 1992).
- "Competition and Competitiveness in British Banking 1918-1971," in Jones and Kirby (eds.), *Competitiveness and the State* (Manchester University Press, 1991).
- "Competitive Advantages in British Multinational Banking since 1890," in *idem*.
- "Banks as Multinationals," in Jones (ed.), *Banks as Multinationals* (Routledge, 1990).
- "The British government and foreign multinationals before 1970," in M. Chick (ed.), *Governments, Industries and Markets: Aspects of government-industry relations in the UK, Japan, West Germany and the USA since 1945* (Edward Elgar, 1990).
- (and J.J. van Helten), "British Business in Malaysia and Singapore since the 1860s," in *idem*.
- (and F. Bostock), "British Business in Iran since 1860," in *idem*.
- (and R. Davenport-Hines), "British Business in Japan since 1868," in Davenport-Hines and Jones (eds.), *British Business in Asia since 1860* (Cambridge University Press, 1989).
- (and J. Liebenau, D.J. Jeremy and R. Davenport-Hines), Introduction to F. Goodall, *A Bibliography of British Business Histories* (Gower, 1987).
- Seven entries in D.J. Jeremy and C. Shaw (eds.), *Dictionary of Business Biography*, vols. 1-5, (Butterworths, 1984-6).
- "Origins, Management and Performance," in Jones, *British Multinationals* (1986).
- "The Chocolate Multinationals: Cadbury, Fry and Rowntree, 1918-1939," in *idem*.
- "Courtaulds in Continental Europe" in *idem*. Translated and reprinted in P. Hertner (ed.), *Per la storia dell'impresa multinazionale in Europa* (Franco Angeli, 1987).
- "British Overseas Banks in the Middle East, 1920-1970: A Study of Multinational Middle Age," in A. Teichova, M. Levy-Leboyer and H. Nussbaum, (eds.), *Multinational Enterprise in Historical Perspective* (Cambridge University Press, 1986).

- “Banking in the Gulf before 1960,” in R. Lawless (ed.), *The Gulf in the Early 20th Century: Foreign Institutions and Local Responses* (Durham, 1986).
- “The Performance of British Multinational Enterprise,” in Hertner and Jones (eds.), *Multinationals: Theory and History* (1986).
- “The Old Aunts: Governments, Politicians and the Oil Business,” in J. Turner (ed.) *Businessmen and Politics* (Heineman, 1984).
- “The Expansion of British Multinational Manufacturing, 1890-1939,” in T. Inoue and A. Okochi (ed.), *Overseas Business Activities: Proceedings of the Ninth Fuji Conference* (University of Tokyo Press, 1984).
- “Admirals and Oilmen: The Relationship between the Royal Navy and the Oil Companies, 1900-24,” in S. Palmer and G. Williams (eds.), *Chartered and Unchartered Waters*, (National Maritime Museum, 1983).

### **Awards and Professional Service**

- Fellow of the Royal Historical Society, 1991– .
- Newcomen-Harvard Prize for the best business history book published in the United States 1998-2000.
- Wadsworth Prize for best business history book published in the UK in 2000 and 2005.
- Harold F. Williamson Prize, awarded by Business History Conference, 1994.
- Newcomen Award for best article published in *Business History Review* in 1985 and 1996.
- Co-Editor, *Business History Review*, 2004– .
- Co-Editor, *Business History*, 1988-2003.
- Co-editor, *Cambridge University Press Series on The Emergence of Global Enterprise*, 2003– .
- General Editor, Routledge Series on *Comparative and International Business: Modern Histories*, 1996– .
- Editor 1990-1996, *International Library of Critical Writings in Business History* (published by Edward Elgar).
- President, Business History Conference(US) 2001-2.
- Trustee, Business History Conference (US) 1989-1992.
- President, European Business History Association 1997-1999.
- Treasurer, European Business History Association 1994-7.
- President, Association of Business Historians (UK) 1992-3, 2000-1.