

**2013**

## **Business Books**

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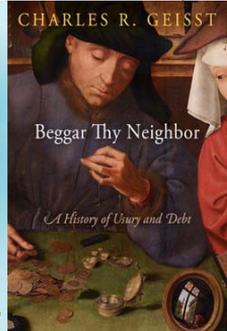
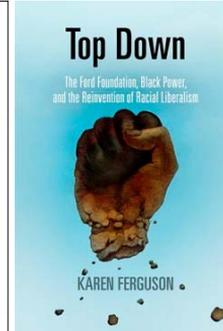
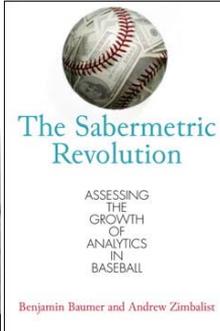
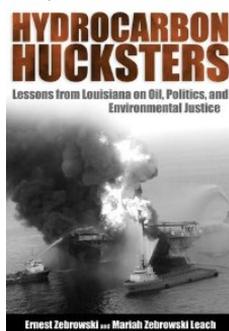
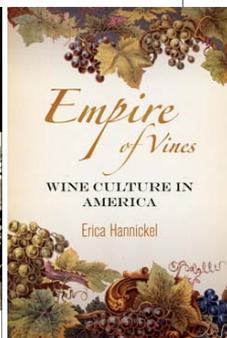
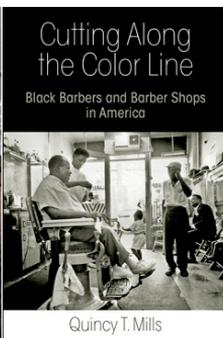
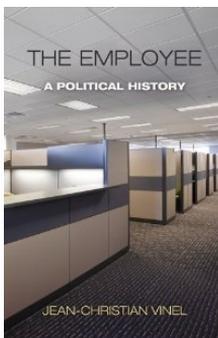
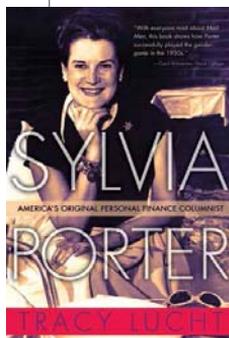
**UNIVERSITY PRESS OF MISSISSIPPI**

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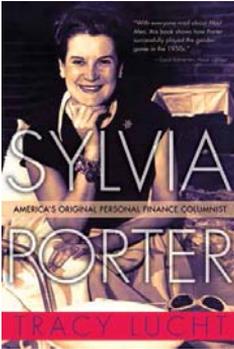
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## Business Journalism



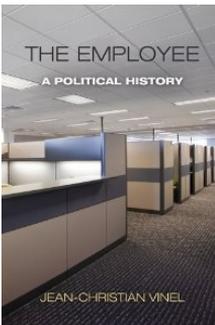
**Sylvia Porter**

**America's Original Personal Finance Columnist  
Tracy Lucht**

In 1942, the directors of the New York Stock Exchange met to discuss a problem. The exchange—its air charged with testosterone, its floor scuffed by the frantic paces of men racing one another for shares of the American dream—was off-limits to women. This, it was agreed, was how it should be. However, it had recently become public knowledge that one of New York's most prolific and respected financial writers, S. F. Porter, was a woman. If Porter trained her eye on the all-male stock exchange, the NYSE might find itself the subject of some unwanted controversy during the electrified "Rosie the Riveter" days of World War II. But should women really be allowed into the stock exchange? The board finally saw its way around the dilemma and voted on a resolution: "Sylvia is one of the boys. We hereby award her honorary pants."

**Syracuse University Press, November 2013  
9780815610298, cloth, \$31.25**

## American Business History



**The Employee**

**A Political History**

**Jean-Christian Vinel**

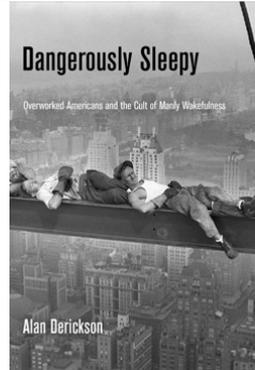
In the present age of temp work, telecommuting, and outsourcing, millions of workers in the United States find themselves excluded from the category of "employee"—a crucial distinction that would otherwise permit unionization and collective bargaining. Tracing the history of the term since its entry into the public lexicon in the nineteenth century, Jean-Christian Vinel demonstrates that the legal definition of "employee" has always been politically contested and deeply affected by competing claims on the part of business and labor. Unique in the Western world, American labor law is premised on the notion that "no man can serve two masters"—workers owe loyalty to their employer, which in many cases is incompatible with union membership.

**University of Pennsylvania Press, July 2013  
9780812245240, cloth, \$59.50**

**Dangerously Sleepy  
Overworked Americans and the Cult of Manly  
Wakefulness****Alan Derickson**

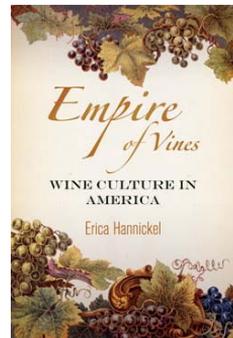
Workers in the United States are losing sleep. In the global economy a growing number of employees hold jobs often more than one at once with unpredictable hours. Even before the rise of the twenty-four-hour workplace, the relationship between sleep and industry was problematic: sleep is frequently cast as an enemy or a weakness, while constant productivity and flexibility are glorified at the expense of health and safety.

*Dangerously Sleepy* is the first book to track the longtime association of overwork and sleep deprivation from the nineteenth century to the present. Health and labor historian Alan Derickson charts the cultural and political forces behind the overvaluation and masculinization of wakefulness in the United States.

**University of Pennsylvania Press, November 2013****9780812245530, cloth, \$62.50****Empire of Vines  
Wine Culture in America****Erica Hannickel**

The lush, sun-drenched vineyards of California evoke a romantic, agrarian image of winemaking, though in reality the industry reflects American agribusiness at its most successful. Nonetheless, as author Erica Hannickel shows, this fantasy is deeply rooted in the history of grape cultivation in America. *Empire of Vines* traces the development of wine culture as grape growing expanded from New York to the Midwest before gaining ascendancy in California—a progression that illustrates viticulture's centrality to the nineteenth-century American projects of national expansion and the formation of a national culture. *Empire of Vines* details the ways would-be gentleman farmers, ambitious speculators, horticulturalists, and writers of all kinds deployed the animating myths of American wine culture, including the classical myth of Bacchus, the cult of *terroir*, and the fantasy of pastoral republicanism.

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**University of Pennsylvania Press, December 2013****9780812245592, cloth, \$49.50**



### **Corporation Nation**

**Robert E. Wright**

From bank bailouts and corporate scandals to the financial panic of 2008 and its lingering effects, corporate governance in America has been wracked with crises. Amid a weakening system of checks and balances in which corporate executives have little incentive to protect shareholder interests, U.S. corporations are growing larger and more irresponsible at the same time. But dependence on corporate profit was crucial to the early republic's growth, success, and security: despite protests that incorporated business was an inefficient and potentially corrupting system, U.S. state governments chartered more corporations per capita than any other nation including Britain effectively making the United States a "corporation nation." Drawing on legal and economic history, Robert E. Wright traces the development and decline of corporate institutions in America, connecting today's financial failures to deteriorating corporate law.

**University of Pennsylvania Press, December 2013**

**9780812245646, cloth, \$87.50**

### **The People's Network**

**The Political Economy of the Telephone in the Gilded Age**

**Robert MacDougall**

**Western University in London, Ontario**

The Bell System dominated telecommunications in the United States and Canada for most of the twentieth century, but its monopoly was not inevitable. In the decades around 1900, ordinary citizens farmers, doctors, small-town entrepreneurs established tens of thousands of independent telephone systems, stringing their own wires to bring this new technology to the people. Managed by opportunists and idealists alike, these small businesses were motivated not only by profit but also by the promise of open communication as a weapon against monopoly capital and for protection of regional autonomy. As the Bell empire grew, independents fought fiercely to retain control of their local networks and companies a struggle with an emerging corporate giant that has been almost entirely forgotten. *The People's Network* reconstructs the story of the telephone's contentious beginnings, exploring the interplay of political economy, business strategy, and social practice in the creation of modern North American telecommunications.

**University of Pennsylvania Press, December 2013**

**9780812245691, cloth, \$68.75**

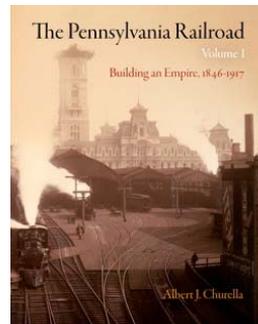
**Does Regulation Kill Jobs?****Edited by Cary Coglianese, Adam M. Finkel, and Christopher Carrigan**

As millions of Americans struggle to find work in the wake of the Great Recession, politicians from both parties look to regulation in search of an economic cure. Some claim that burdensome regulations undermine private sector competitiveness and job growth, while others claim that tough new regulations actually create jobs at the same time that they provide other benefits. *Does Regulation Kill Jobs?* reveals the complex reality of regulation that supports neither extreme partisan view. Leading legal scholars, economists, political scientists, and policy analysts show that individual regulations can at times induce employment shifts across firms, sectors, and regions—but regulation overall is neither a prime job killer nor a key job creator. The challenge for policymakers is to look carefully at individual regulatory proposals to discern any potential job shifting they may cause, and then to make regulatory decisions sensitive to anticipated employment effects.

**University of Pennsylvania Press, December 2013  
9780812245769, cloth, \$62.50****The Pennsylvania Railroad  
Volume 1****Building an Empire, 1846-1917****Albert J. Churella**

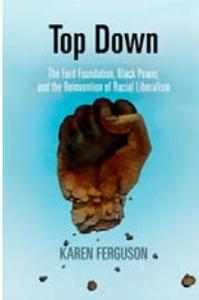
Churella situates exhaustive archival research on the Pennsylvania Railroad within the social, economic, and technological changes of nineteenth- and twentieth-century America, chronicling the epic history of the PRR intertwined with that of a developing nation. This first volume opens with the development of the Main Line of Public

Works, devised by Pennsylvanians in the 1820s to compete with the Erie Canal. Though a public rather than a private enterprise, the Main Line foreshadowed the establishment of the Pennsylvania Railroad in 1846. Over the next decades, as the nation weathered the Civil War, industrial expansion, and labor unrest, the PRR expanded despite competition with rival railroads and disputes with such figures as Andrew Carnegie and John D. Rockefeller. The dawn of the twentieth century brought a measure of stability to the railroad industry, enabling the creation of such architectural monuments as Pennsylvania Station in New York City.

**University of Pennsylvania Press, 2012  
9780812243482, cloth, \$93.75**



## African American Business History

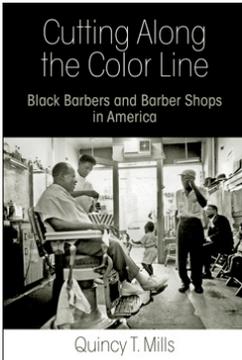


### Top Down The Ford Foundation, Black Power, and the Reinvention of Racial Liberalism

**Karen Ferguson**  
**Simon Fraser University**

At first glance, the Ford Foundation and the black power movement would make an unlikely partnership. After the Second World War, the renowned Foundation was the largest philanthropic organization in the United States and was dedicated to projects of liberal reform. Black power ideology, which promoted self-determination over color-blind assimilation, was often characterized as radical and divisive. But Foundation president McGeorge Bundy chose to engage rather than confront black power's challenge to racial liberalism through an ambitious, long-term strategy to foster the "social development" of racial minorities. The Ford Foundation not only bankrolled but originated many of the black power era's hallmark legacies: community control of public schools, ghetto-based economic development initiatives, and race-specific arts and cultural organizations.

**University of Pennsylvania Press, May 2013**  
**9780812245264, cloth, \$56.25**



### Cutting Along the Color Line Black Barbers and Barber Shops in America Quincy T. Mills

Today, black-owned barber shops play a central role in African American public life. The intimacy of commercial grooming encourages both confidentiality and camaraderie, which make the barber shop an important gathering place for African American men to talk freely. But for many years preceding and even after the Civil War, black barbers endured a measure of social stigma for perpetuating inequality: though the profession offered economic mobility to black entrepreneurs, black

barbers were obliged by custom to serve an exclusively white clientele. Quincy T. Mills traces the lineage from these nineteenth-century barbers to the bustling enterprises of today, demonstrating that the livelihood offered by the service economy was crucial to the development of a black commercial sphere and the barber shop as a democratic social space.

**University Pennsylvania Press, October 2013**  
**9780812245417, cloth, \$43.75**



## To March for Others The Black Freedom Struggle and the United Farm Workers

**Lauren Araiza**

In 1966, members of the Student Nonviolent Coordinating Committee, an African American civil rights group with Southern roots, joined Cesar Chavez and the United Farm Workers union on its 250-mile march from Delano to Sacramento, California, to protest the exploitation of agricultural workers. SNCC was not the only black organization to support the UFW: later on, the NAACP, the National Urban League, the Southern Christian Leadership Conference, and the Black Panther Party backed UFW strikes and boycotts against California agribusiness throughout the late 1960s and early 1970s. *To March for Others* explores the reasons why black activists, who were committed to their own fight for equality during this period, crossed racial, socioeconomic, geographic, and ideological divides to align themselves with a union of predominantly Mexican American farm workers in rural California.

**University of Pennsylvania Press, December 2013**  
**9780812245578, cloth, \$49.50**



## Stock Market Fraud

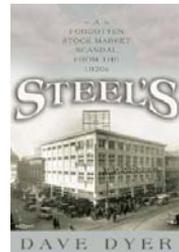
### Steel's: A Forgotten Stock Market Scandal from the 1920's

**Dave Dyer**

While trying to solve a family mystery, Dave Dyer uncovered a massive stock market scandal that had been forgotten by history. His great uncle Clayton Pickard vanished in 1923, and, in the process of researching him, the author found a collection of thousands of original documents and photos from Clayton's employer, the L. R. Steel Company. The documents, unopened since 1923, told the fascinating story of a visionary entrepreneur operating in the boom-town environment of Buffalo. Steel's is about the rise and fall of the retail empire created by Leonard Rambler Steel. Like a Silicon Valley tycoon, he sprang into new ventures with enthusiasm and foresight. At its height, his chain store operation had **75 stores spread over 61 cities in the United States and Canada**. He hired women in management and elderly people in his sales force, and anticipated some of the retail models that are used today by global companies such as Ikea and Wal-Mart.

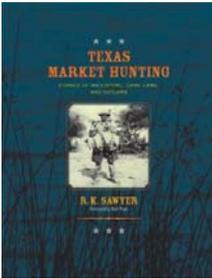
**Syracuse University Press, March 2013**

**9780815610120, cloth, \$31.25**





## Market Hunters

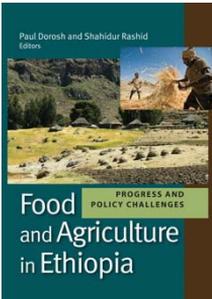


### **Texas Market Hunting Stories of Waterfowl, Game Laws, and Outlaws** R. K. Sawyer

From its earliest days of human habitation, the Texas coast was home to seemingly endless clouds of ducks, geese, swans, and shorebirds. By the 1880s Texas huntsmen, or market hunters, as they came to be called, began providing meat and plumage for the restaurant tables and millinery salons of a rapidly growing nation. A network of suppliers, packers, distribution centers, and shipping hubs efficiently handled their immense harvest. At the peak of Texas market hunting in the late 1890s, Rockport merchants shipped an average of 600 ducks a day in a five-month shooting season, and in the last year of legal market hunting, an estimated 60,000 ducks and geese were shipped from Corpus Christi alone. Market men employed efficient methods to harvest nature's bounty.

**Texas A&M University Press, September 2013**  
**9781623490119, cloth, \$37.50**

## International Food Industries



### **Food and Agriculture in Ethiopia Progress and Policy Challenges** Edited by Paul Dorosh and Shahidur Rashid

The perception of Ethiopia projected in the media is often one of chronic poverty and hunger, but this bleak assessment does not accurately reflect most of the country today. Ethiopia encompasses a wide variety of agroecologies and peoples. Its agriculture sector, economy, and food security status are equally complex. In fact, since 2001 the per capita income in certain rural areas has risen by more than 50 percent, and crop yields and availability have also increased. Higher investments in roads and mobile phone technology have led to improved infrastructure and thereby greater access to markets, commodities, services, and information. In *Food and Agriculture in Ethiopia: Progress and Policy Challenges*, Paul Dorosh and Shahidur Rashid, along with other experts, tell the story of Ethiopia's political, economic, and agricultural transformation.

**University of Pennsylvania Press, 2013**  
**9780812245295, cloth, \$74.95**



## Business and Sports

### The Sabermetric Revolution

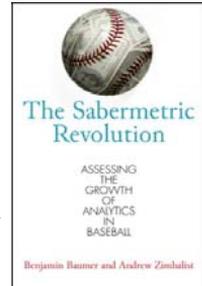
#### Assessing the Growth of Analytics in Baseball

**Benjamin Baumer and Andrew Zimbalist**

From the front office to the family room, sabermetrics has dramatically changed the way baseball players are assessed and valued by fans and managers alike. Rocketed to popularity by the 2003 bestseller *Moneyball* and the film of the same name, the use of sabermetrics to analyze player performance has appeared to be a David to the Goliath of systemically advantaged richer teams who could only be toppled by creative statistical analysis. The story has been so compelling that, over the past decade, team after team has integrated statistical analysis into their front offices. But how accurately can crunching numbers quantify a player's ability? Do sabermetrics truly level the playing field for financially disadvantaged teams? How much of the baseball analytic trend is fad and how much fact?

**University of Pennsylvania Press, December 2013**

**9780812245721, cloth, \$33.25**



## History of the Financial Market

### Beggar Thy Neighbor

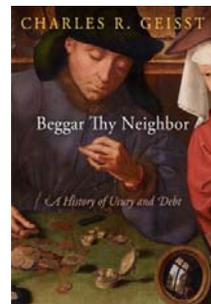
#### A History of Usury and Debt

**Charles R. Geisst**

The practice of charging interest on loans has been controversial since it was first mentioned in early recorded history. Lending is a powerful economic tool, vital to the development of society but it can also lead to disaster if left unregulated. Prohibitions against excessive interest, or usury, have been found in almost all societies since antiquity. Whether loans were made in kind or in cash, creditors often were accused of beggar-thy-neighbor exploitation when their lending terms put borrowers at risk of ruin. While the concept of usury reflects transcendent notions of fairness, its definition has varied over time and place: Roman law distinguished between simple and compound interest, the medieval church banned interest altogether, and even Adam Smith favored a ceiling on interest. But in spite of these limits, the advantages and temptations of lending prompted financial innovations from margin investing and adjustable-rate mortgages to credit cards and microlending.

**University of Pennsylvania Press, 2013**

**9780812244625, cloth, \$49.95**





## The Oil Industry in America

### HYDROCARBON HUCKSTERS

Lessons from Louisiana on Oil, Politics, and Environmental Justice



Ernest Zebrowski ... Mariah Zebrowski Leach

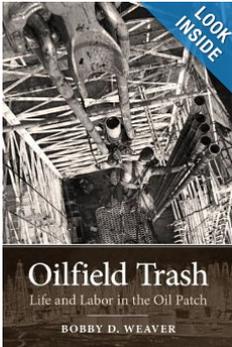
**Hydrocarbon Hucksters**  
**Lessons from Louisiana on Oil, Politics, and Environmental Justice**

**Ernest Zebrowski and Mariah Zebrowski Leach**

*Hydrocarbon Hucksters* is the saga of the oil industry's takeover of Louisiana--its leaders, its laws, its environment, and, by rechanneling the flow of public information, its voters. It is a chronicle of mind-boggling scientific and technical triumphs sharing the same public stew with myths about the

"goodness" of oil and bald-faced public lies by politicians and the captains of industry. It is a story of money and power, greed and corruption, jingoism and exploitation, pollution and disease, and the bewilderment and resignation of too many of the powerless. Most importantly, *Hydrocarbon Hucksters* is a case study of what happens when a state uncritically hands the oil and petrochemical industries everything they desire.

**University Press of Mississippi, February 2014**  
**9781617038990, cloth, \$43.75**



**Oilfield Trash**  
**Life and Labor in the Oil Patch**  
**Bobby D. Weaver**

When the first gusher blew in at Spindletop, near Beaumont, Texas, in 1901, petroleum began to supplant cotton and cattle as the economic engine of the state and region. Very soon, much of the workforce migrated from the cotton field to the oilfield, following the lure of the wealth being created by black gold. The early decades of the twentieth century witnessed the development of an oilfield culture, as these workers defined and solidified their position within the region's social fabric. Over

time, the work force grew more professionalized, and technological change attracted a different type of laborer. Bobby D. Weaver grew up and worked in the oil patch. Now, drawing on oral histories supplemented and confirmed by other research, he tells the colorful stories of the workers who actually brought oil wealth to Texas.

**Texas A&M University Press, September 2013**  
**978-1623490645, paper, \$24.95**

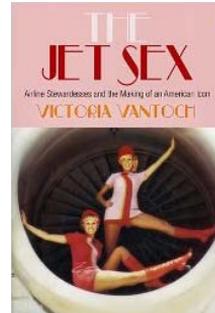


## Aviation Business

**The Jet Sex**  
**Airline Stewardesses and the Making of an**  
**American Icon**  
**Victoria Vantoch**

In the years after World War II, the airline stewardess became one of the most celebrated symbols of American womanhood. Stewardesses appeared on magazine covers, on lecture circuits, and in ad campaigns for everything from milk to cigarettes. Airlines enlisted them to pose for publicity shots, mingle with international dignitaries, and even serve (in sequined minidresses) as the official hostesses at Richard Nixon's inaugural ball. Embodying mainstream America's perfect woman, the stewardess was an ambassador of femininity and the American way both at home and abroad. Young, beautiful, unmarried, intelligent, charming, and nurturing, she inspired young girls everywhere to set their sights on the sky.

**University of Pennsylvania Press, April 2013**  
**9780812244816, cloth, \$43.75**



**The Wright Company**  
**From Invention to Industry**  
**Edward J. Roach**

Fresh from successful flights before royalty in Europe, and soon after thrilling hundreds of thousands of people by flying around the Statue of Liberty, in the fall of 1909 Wilbur and Orville Wright decided the time was right to begin manufacturing their airplanes for sale. Backed by Wall Street tycoons, including August Belmont, Cornelius Vanderbilt III, and Andrew Freedman, the brothers formed the Wright Company. The Wright Company trained hundreds of early aviators at its flight schools, including Roy Brown, the **Canadian pilot** credited with shooting down Manfred von Richtofen—the “Red Baron”—during the First World War; and Hap Arnold, the commander of the U.S. Army Air Forces during the Second World War. Pilots with the company’s exhibition department thrilled crowds at events from Winnipeg to Boston, Corpus Christi to Colorado Springs. Cal Rodgers flew a Wright Company airplane in pursuit of the \$50,000 Hearst Aviation Prize in 1911.

**Ohio University Press, January 2014**  
**9780821420515, paper, \$28.75**

