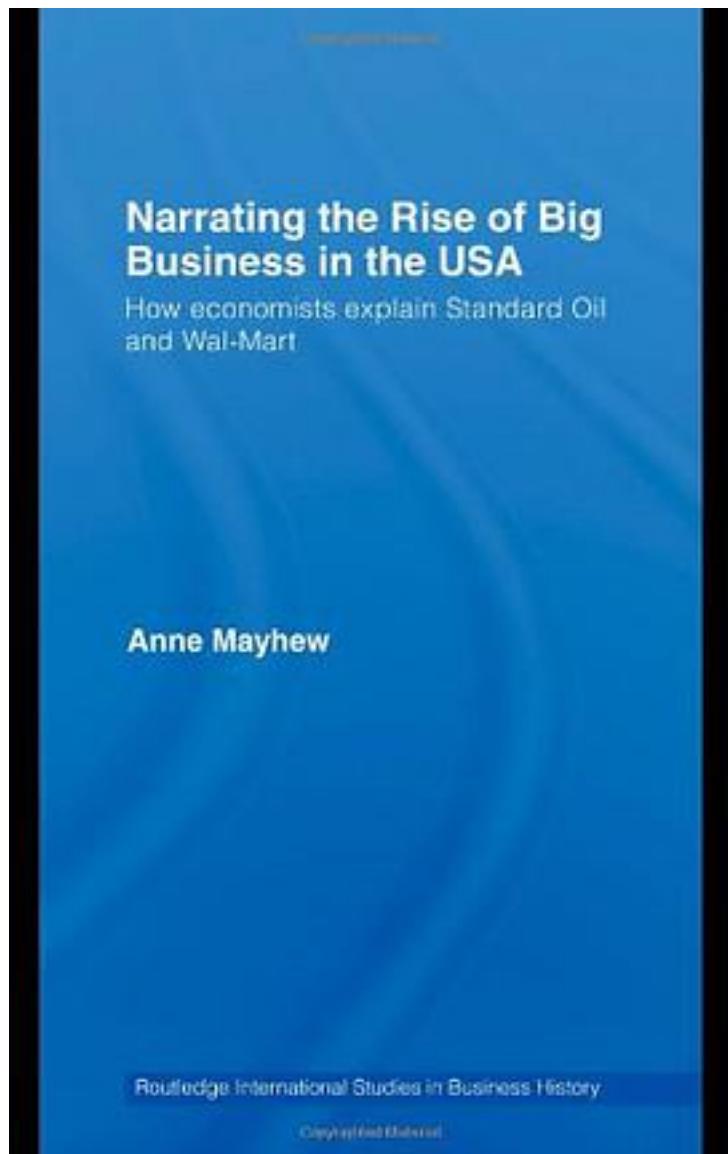


Narrating the Rise of Big Business in the USA



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"This is a story about stories and specifically about some of the stories that Americans have told themselves about corporate economic power." In this book, Anne Mayhew focuses on the stories surrounding the creation of Standard Oil and Wal-Mart and their founders, John D. Rockefeller and Sam Walton, combining the accounts of economists with the somewhat darker pictures painted by writers of fiction to tease out the overarching narratives associated with American big business. Mayhew argues that the diverse views about big business and its effects on welfare can be reconciled and better policies derived from a somewhat unlikely combination of ideas from the business world and from those who have dissented from the most widely accepted story told by economists. This book draws on the work of Chandler, Coase and Williamson, as well as Marx and Veblen's discussion of supply chains to address some of the major social and economic problems of the twenty-first century.

作者介绍:

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