



The European Corporation: Strategy, Structure, and Social Science (Paperback)

By Richard Whittington, Michael Mayer

Oxford University Press, United Kingdom, 2002. Paperback. Condition: New. Revised ed.. Language: English . Brand New Book ***** Print on Demand *****.This book traces the evolution of the large industrial corporation in France, Germany, and the United Kingdom from the 1950s to the 1990s. It combines long-run trends with illustrative case studies of leading companies and their managers to present a rich and complex picture of corporate change. In particular, the authors highlight the paradox of increasingly similar patterns of corporate strategy and structure across advanced industrial nations with continuing marked differences in corporate ownership, control, and managerial elites. Despite strong institutional contrasts between the leading European economies, and regardless of the decline of the American model of management, big business in Europe has continued to follow a strategic and structural model pioneered in the United States during the first half of the twentieth century and encapsulated long ago in Alfred Chandler's (1962) *Strategy and Structure*. This finding of similar patterns of corporate strategy and structure across Europe challenges recent relativist perspectives on organizations found in postmodern, culturalist, and institutionalist social science. Nevertheless, it does not endorse standard universalist accounts of convergence either. The book distinguishes between Chandlerism, with...



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