

Studebaker

THE LIFE AND DEATH OF AN AMERICAN CORPORATION

DONALD T. CRITCHLOW

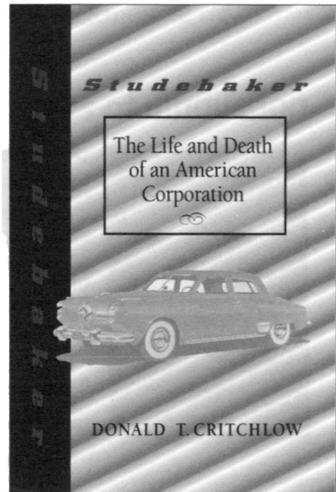
The cars made by Studebaker may be history now, but the company, which produced distinguished cars that still enjoy a loyal following, left an indelible mark on its community, employees, and the American corporate consciousness. *Studebaker* explores managerial choice, corporate tradition, and the importance of ideas—not simply “market forces”—in shaping institutions in 20th-century America.

Midwestern History & Culture
288 pages, 16 b&w photos
cloth \$39.95

At bookstores

**INDIANA
UNIVERSITY
PRESS**

Orders: 1-800-842-6796
<http://www.indiana.edu/~iupress>



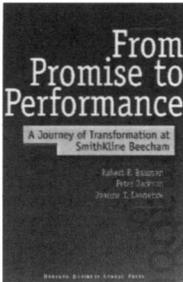


Harvard Business School Press

THE POWER OF IDEAS AT WORK

From Promise to Performance

A Journey of Transformation at SmithKline Beecham



Robert P. Bauman, British Aerospace,
Peter Jackson, PJ Corporate Consultants Ltd., and
Joanne T. Lawrence, JT Lawrence & Company Ltd.

A compelling, first-hand account of the most successful transnational merger of all time.

“A truly unique effort that weaves an intriguing, even spellbinding story.”

—JON KATZENBACH, Co-author of *Wisdom of Teams* and Director, McKinsey & Co.

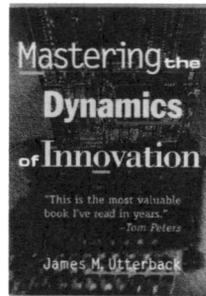
320 pages • \$27.50 • #634-3

Mastering the Dynamics of Innovation

James M. Utterback,

Massachusetts Institute of Technology

Mastering the Dynamics of Innovation offers a pioneering model for how innovation unsettles industries and firms, and features fascinating histories of new product developments and strategies for nurturing innovation.



**“The most valuable book I’ve read in years....
The analysis is brilliant.”**

—TOM PETERS

228 pages • \$15.95 paperback • #740-4

New and Improved

The Story of Mass Marketing In America



Richard S. Tedlow, Harvard Business School

New and Improved is the most comprehensive and influential history of mass marketing ever written, and is punctuated throughout with dramatic tales of marketing rivalries. Featuring a new introduction by the author.

“A facinating history.”

—THE BOSTON GLOBE

528 pages • \$17.95 • paperback • #672-6

To order call 1.800.988-0886/617.496.1449 ■ Mention priority code 2203.

Harvard Business School Press ■ Boston, MA ■ 02163 <http://www.hbsp.harvard.edu>

GUIDELINES FOR CONTRIBUTORS

General Information

Manuscripts are considered for publication on the understanding that they are not concurrently under consideration elsewhere and that the material—in substance as well as form—has not been previously published.

Three copies of the manuscript should be submitted.

Authors should identify themselves only on a separate title page that provides name, mailing address, and telephone number. Authors must also remember not to identify themselves in the body of the manuscript; specifically, references to their own work in the text should be in the third person, and citations should be written without possessive pronouns—not “See my. . . .”

Each article should be accompanied by a précis of 75-100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length).

We do not have an upper or lower page limit, but articles usually run between 25 and 60 typescript pages, including notes and other material.

Articles must contain notes in the humanities style, not references as in the social sciences.

We are always eager to publish illustrations, but authors should not include originals of illustrative materials at the time of submission; photocopies of such material may be included.

Authors of accepted manuscripts will receive two copies of the issue in which the article appears and twenty-five free offprints.

Manuscript Preparation

ALL material—including extracted quotations and notes—must be double-spaced. Legible photocopies or word-processed originals may be submitted. Use of dot-matrix printers is discouraged.

Notes should be numbered consecutively and citations should be placed at the end of the text. Do not place footnotes at the bottom of the page (see word-processing instructions).

Each table or figure should occupy a separate page and should be numbered (in arabic numerals) and grouped together between the text and the notes. The position of these items should be indicated in the text (as, “see Table 3”), but they should not be mingled with the text and no extra space should be left for them there. Each table and figure must be accompanied by a complete source.

We use the 13th edition of *The Chicago Manual of Style* (1982) and spell and hyphenate words according to Webster’s *Ninth New Collegiate Dictionary*.

The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes.

We use the day-month-year form for dates, as 11 February 1990.

Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

Sample Citation Forms:

Book: Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass., 1977), 321–22.

Journal: Charles Cheape, “Not Politicians but Sound Businessmen: Norton Company and the Third Reich,” *Business History Review* 62 (Autumn 1988): 444–66.

Note that we do not include the publisher in book citations. We do not use *loc. cit.*, *op. cit.*, or *idem.*, but *ibid.* (not italicized) may be used.

Word-Processing Guidelines

The journal can accept disks of all standard sizes and densities, but they must be formatted in MS-DOS; we cannot use Apple or MacIntosh software. WordPerfect is directly compatible, but we may be able to accept your document if it can be converted into an ASCII file.

Potential contributors should submit hard copy, not diskettes, initially, but it will save considerable work for all parties in the event of acceptance if authors working on PCs follow a few rules from the beginning:

In general, use as few formatting commands as possible.

Do not justify or half-justify the right-hand margin.

Do not hyphenate words at the end of lines.

Do not use hard returns except for new paragraphs or required page ends except as absolutely necessary (for example, to break between text and notes).

Do not use special fonts; underline material that is to be set in italics.

Most important, do not use the word processor’s automatic footnote functions: do not embed notes in the text. Notes should be keyed in at the end of the text (after any tables) or as a separate file.

