

Business History Review

S U M M E R 1 9 9 6



Front Cover: Fiat 600 at Montmartre, 1956

With a protected home market until the late 1950s and an aggressive export strategy, Italy's largest car manufacturer turned itself into one of the world's most important automobile makers. (Photograph reproduced courtesy of the FIAT Archive, Torino.)

For an article examining the role of Fiat in the development of Italy's car industry, see pp. 167-206.

Back Cover: Procter and Gamble Advertisement in "Picture Post," 21 May 1949

Procter & Gamble entered Britain by acquiring Thomas Hedley in 1930. By the late 1940s they had three factories in Britain making a range of detergents and toilet goods, and were the major competitors to Unilever. (Photograph reproduced courtesy of Procter & Gamble.)

For an article examining U.S. Multinationals in Britain before 1962, see pp. 207-256.

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