

## Editors' Note

This issue explores several themes that are central to the mission of *Business History Review*, including the effects of globalization on business and society, the place of culture in shaping business institutions, and the intersection of government and business. It also looks at the ways in which innovation occurs in an economy. Several of the articles consider the history of intellectual property.<sup>1</sup> The first essay, by economic historian Lisa Cook, examines the efforts of African American inventors in the early twentieth century to attract a wide audience for their products, in part through securing patents (in which race was not indicated). This issue of *BHR* also contains a section on the evolution of trademarks, and the history of brands and copyrights generally, in international perspective. Following an introduction, this section features articles by Patricio Sáiz and Paloma Fernández Pérez, David M. Higgins, Teresa da Silva Lopes and Mark Casson, and Paul Duguid. These authors analyze the history of trademarks in Spain, Britain, and the United States and explore the use of trademarks by multinational organizations. Their accounts go beyond a focus on the best-known brands to show how entrepreneurs used trademarks to navigate legal requirements in a variety of industries, including cigarettes, cigars, textiles, and metals.

The issue presents three review essays, including one by Michael S. Smith on a new encyclopedia of French businesspeople, put together by Jean-Claude Daumas in collaboration with Alain Chatriot, Danièle Fraboulet, Patrick Fridenson, and Hervé Joly—a 1,600 page survey of France's great entrepreneurs, families, and industries. Mark H. Rose reviews Lou Galambos's *The Creative Society—and the Price Americans Paid for It*, and John Parman comments on an edited collection of essays, *Economic Evolution and Revolution in Historical Time*. The chapters in *Economic Evolution* pay tribute to the economist Gavin Wright.

<sup>1</sup> Intellectual property has lately been an important issue for business history. See, for instance, Véronique Pouillard, "Design Piracy in the Fashion Industries of Paris and New York in the Interwar Years," *Business History Review* 85, no. 2 (Summer 2011): 319–44; Monsterrat Llonch-Casanovas, "Trademarks, Product Differentiation and Competitiveness in the Catalan Knitwear Districts during the Twentieth Century," *Business History* 54, no. 2 (2012): 179–200; and David Clayton, "Trade-Offs and Rip-Offs: Imitation-Led Industrialisation and the Evolution of Trademark Law in Hong Kong," *Australian Economic History Review* 51, no. 2 (July 2011): 178–98.