

Founded in 1954, the Business History Conference (BHC) is a non-profit organization devoted to encouraging all aspects of the research, writing, and teaching of business history and of the environment in which business operates. Its membership is international and representative of economists, historians, and those in allied fields, such as history of technology, accounting, labor, transportation, and government, who focus on business history as a means of understanding their subjects.

BHC Officers, 2017–2018

Mary O'Sullivan, *President*
Teresa da Silva Lopes, *President-Elect*
Walter Friedman, *Past-President*
Roger Horowitz, *Secretary-Treasurer (2015–2019)*

BHC Trustees

Christy Ford Chapin (2017–2019)	Takafumi Kurosawa (2016–2019)
Paloma Fernandez-Perez (2017–2020)	Andrea Lluch (2015–2018)
Shennette Garrett-Scott (2016–2019)	Christina Lubinski (2015–2018)
Eric S. Hintz (2017–2020)	Susie J. Pak (2017–2020)
Vicki Howard (2016–2019)	David Suisman (2015–2018)
Louis Hyman (2015–2018)	Wendy Woloson (2016–2019)

Past President on Board

Margaret B. W. Graham

MEMBERSHIP

Persons interested in joining the Business History Conference should contact the Secretary-Treasurer: Roger Horowitz, Hagley Museum and Library, P.O. Box 3630, Wilmington, DE 19807-0630; e-mail: rh@udel.edu; Carol Ressler Lockman, email: clockman@hagley.org or on the BHC website at <http://www.thebhc.org/jointhebhc>. Complete information about the Business History Conference may be found on the organization's Web pages at www.thebhc.org.

Business and Economic History, the proceedings volume of the Business History Conference, was published through 1999 (Volume 28). For the 2000 annual meeting and thereafter, the presidential address and dissertation summaries will appear in the fourth issue of *Enterprise & Society*. Full text of the papers presented at each meeting will be made available in the BHC's online version of BEH on its Web site.

Visit the Web sites: www.journals.cambridge.org/eso and www.thebhc.org/publications/eanshome.html.

LICENSE

It is a condition of publication in the journal that authors grant an exclusive license to the Business History Conference. This ensures that requests from third parties to reproduce articles are handled efficiently and consistently and will also allow the article to be as widely disseminated as possible. Authors may use their own material in other publications provided that the journal is acknowledged as the original place of publication and Cambridge University Press as the publisher.

For full Guidelines, please see our Web site:
www2.h-net.msu.edu/business/bhcweb/publications/guidelin.html.

PRESIDENTIAL ADDRESS

The Intelligent Woman's Guide to Capitalism MARY O'SULLIVAN	751
--	-----

DISSERTATION SUMMARIES

Outsourcing Government: Boston and the Rise of Public–Private Partnerships CLAIRE DUNNING	803
The Incorporation of India: The Tata Business Firm Between Empire and Nation, ca. 1860–1970 MIRCEA RAIANU	816
From Buckskin to Gore-Tex: Consumption as a Path to Mastery in Twentieth-Century American Wilderness Recreation RACHEL GROSS	826

ARTICLES

Public Relations, Issue Management, and the Transformation of American Environmentalism, 1948–1992 MELISSA ARONCZYK	836
“Delectable North Wales” and Stakeholders: The London & North Western Railway's Marketing of North Wales, c.1904–1914 DAVID A. TURNER	864
Large Industrial Firms and the Rise of Finance in Late Twentieth-Century America YOUN KI	903
Rising of the Phoenix: Mitigating Political Risk through Knowledge Management—Behn, Meyer & Co., 1840–1959 SHAKILA YACOB	946
The Professionalization of Cryptology in Sixteenth-Century Venice IOANNA IORDANOU	979

REVIEWS

Cambridge Core

For further information about this journal
please go to the journal web site at:
[cambridge.org/eso](https://www.cambridge.org/eso)

CAMBRIDGE
UNIVERSITY PRESS