

Abstracts from Articles in Other Business History Journals

Starting with this issue, the Business History Review will occasionally be publishing abstracts from other prominent journals in the field.

From *Entreprises et Histoire* 46 (April 2007):
A special issue on luxury

Nadège Sougy, “Liberté, égalité, qualité: Le lux des produites d’or et d’argent à Genève au XIX^{ème} siècle” [“Liberty, Equality, Quality: The Luxury of Gold and Silver Products in Nineteenth-Century Geneva”]. The study of the gold and silver jewelry produced in nineteenth-century Geneva shows that a gradual change occurred in what jewelers, watchmakers, and policymakers of the period considered luxury jewelry. Such items required not only quality materials, but also expertise in production. At the same time, the state’s function shifted from protecting customers to defending the interests of the producers.

Lucie Flejou, “Qualité, image de marque et exportations: Forces et fragilité du modèle économique de la porcelaine de Limoges” [“Quality, Brand Image, and Exports: Strengths and Weaknesses of the Business Model of Limoges China”]. This article, using the example of the Théodore Haviland company, examines the characteristics of the business model developed by the French china industry in Limoges at the end of the nineteenth century. It shows the importance of an industrial and commercial strategy based on the combination of a standardized industrial process and a prestigious brand image, mostly targeting American customers.

Marc de Ferrière le Vayer, “Des métiers d’art à l’industrie du luxe en France ou la victoire de marketing sur la création” [“From Works of Craftsmanship to the Luxury Industry in France: The Victory of Marketing over Creation”]. During the nineteenth century, craftsmanship coexisted with industrialization. Throughout the twentieth century, the luxury industry has tended toward mass production. Marketing now prevails over creativity, leading to the possible result of the decline of the luxury industry.

Corinne Degoutte, “Stratégies de marque dans la mode: Convergence ou divergence des modèles de gestion nationaux dans l’industrie du luxe (1860–2003)?” [“Brand Strategies in the Fashion Industry: Convergence

or Divergence of National Business Models in Luxury Goods (1860–2003)?”]. This article analyzes the changes that the fashion industry has been facing in recent years. Since the 1980s, this sector has faced a profound change in strategies as some companies started to diversify from their know-how in textiles, jewelry, or tableware. The birth of the LVMH group in 1987 is considered a turning point in this industry.

Francesca Carnevali, “Le luxe pour les masses: Joaillerie et joaillers à Londres et à Birmingham au XIX^{ème} siècle” [“Luxury for the Masses: Jewelry and Jewelers in London and Birmingham in the Nineteenth Century”]. This paper explains the relationship between London and Birmingham in the production of jewelry and shows how the identity of the two towns influenced the change in the nature of jewelry from exclusive symbol of status to mass-consumed item of fashion. The nature of jewelry production in London and Birmingham is examined.

Marie-Françoise Berneron-Couvenhes, “La Croisière du luxe au demi-luxe: Le cas de Messageries maritimes (1830–1960)” [“Luxury Cruises from Luxury to Semi-luxury: The Case of the Messageries Maritimes (1830–1960)”]. Utilizing the archives of the French Compagnie des Messageries Maritimes, this article analyzes the birth of cruising as a luxury pleasure trip and its later evolution. At the end of the nineteenth century, the maritime trip was transformed by the steamer into a floating luxury hotel. After the Second World War, it became essential to find a new use for the steamer because of the increasing competition from air transport.

Alain Charriot, “La construction récente des groupes de luxe français: Mythes, discours et pratiques” [“The Recent Construction of Luxury Groups in France: Myths, Discourses, and Practices”]. The buying up of small and medium-sized independent companies by luxury brands has produced new international and multiproduct business groups (such as LVMH, PPR, and Richemont). The profits generated are of such magnitude that there has been a drastic restructuring in the industry’s finance and production.

Andrea Colli and Elisabetta Merlo, “Entreprises familiales et affaires de luxe en Italie (1950–2000)” [“Family Business and Luxury Business in Italy (1950–2000)”]. Italian fashion companies achieved international standing in the 1980s when their trendsetting brands competed successfully with their French counterparts. A comparison between two well-known luxury brands—Ermenegildo Zegna and Giorgio Armani—reflects the predominant role played by family business in Italian industrialization.

Pierre Vernus, “Bianchini Ferrier: Essor et déclin d’une fabrique de soieries lyonnaises, 1888–1992: Une trajectoire idéale et typique dans le

monde de luxe français?” [“Bianchini Ferrier: Growth and Decline of a Lyonnaise Silk Manufacturer, 1888–1992: An Ideal and Typical Trajectory in the World of French Luxury?”]. This paper studies the rise and decline of the Lyons silk enterprise Bianchini Férier, founded in 1888. While successful until World War I, the 1930s began its sixty-year decline. The dynamics of the company’s decline are explained by setting it in the context of the dramatic transformations of the post–World War II international women’s fashion industry.

Laurent Tissot, “L’Hotellerie de luxe à Genève (1830–2000): De ses espaces à ses usages” [“Luxury Hotels in Geneva (1830–2000): From its Spaces to its Uses”]. Luxury hotels are the result of a long process that began at the end of the Napoleonic Wars. Geneva became a center for luxury hotels and provides an example of the growth and the material and symbolic characteristics of this industry within a specific context.

From *Entreprises et Histoire* 47 (June 2007):
A special issue on tourism

Francis Scherly, “Tourism européen: Horizon 2010—Plaidoyer pour davantage de marchands de bonheur” [“European Tourism: The 2010 Horizon—A Plea for More Providers of Happiness”]. Globally, over the last three decades, the growth of tourism-linked activities has surpassed that of exports of goods and services. With the extraordinary opening up of the world, thanks to the Internet (there are some 250 to 300 million regular Web-surfers in Europe alone), technology must be balanced with the personal and emotional aspects of tourism.

Stéphanie Quériat, “Les grottes, pionnières de l’exploitation économique des curiosités en Ardenne Belge (1830–1914)” [“Caves: A Pioneering Case of the Economy of Tourism in the Belgian Ardenne (1830–1914)”]. In the second half of the nineteenth and the beginning of the twentieth century, caves occupied a particular position in the tourist scene of the Ardenne region of Belgium. The purpose of this article is to analyze this tourist trade and draw a profile of the tourists of the underground world who made this market possible.

Bertrand Larique, “Les débuts et deboires de l’organisation officielle du tourisme en France: L’expérience malheureuse de l’office national du tourisme (1910–1935)” [“The Beginnings and Mishaps of the State Organization of Tourism in France: The Unhappy Record of the National Tourist Office (1910–1935)”]. Founded in 1910 and aimed at developing tourism in France, the National Tourist Office (ONT) showed a real

dynamism during the 1920s when it became the center of the French tourist trade. But financial mismanagement and the consequences of the Great Depression caused the ONT to fold in the 1930s. The structural fragilities of this institution prevented it from living up to expectations.

Cédric Humair, “Ville, tourisme, et transport: La Compagnie du Chemin de Fer Lausanne-Ouchy (1869–1914)” [“Urban Life, Tourism, and Transportation: The Lausanne-Ouchy Railway Company (1869–1914)”]. Inaugurated on March 16, 1877, the railway link between downtown Lausanne and the tourist harbor of Ouchy was a major technical and financial enterprise. This paper focuses on connections between the foundation and development of the Lausanne-Ouchy company and the evolution of the Lausanne tourist industry.

Christophe Bouneau, “La promotion de l'économie touristique, levier de la politique d'aménagement du territoire en France des années 1950 aux années 1980” [“The Promotion of the Tourist Economy: A Lever of Regional Planning in France from the 1950s to the 1980s”]. The French tourist economy grew substantially during the golden age of the 1950s to 1980s and became the core of French postindustrial society. Paid holidays increased from two weeks in 1936 to five weeks in 1981. The Fifth Republic developed an ambitious policy of regional planning to encourage middle-class and family tourism.

Stephen L. Harp, “Le temps et le tourisme: Le taylorisme dans les guides aux régions de France” [“Time and Tourism: Taylorism in Guides to the French Regions”]. This essay explores how new assumptions about the efficiency of industrial time were reflected in changing notions of automobile tourism in early twentieth-century France. The focus is on the Michelin tire company, a leading advocate of Frederick Winslow Taylor's ideas in France during the 1920s, as well as an important promoter of touring by automobile.

Patrizia Battilani, “Des grands hôtels aux entreprises familiales: La transition vers le tourisme de masse dans les pays de la méditerranée” [“From Large Hotels to Family Firms: The Transition to Mass Tourism in Mediterranean Countries”]. This paper analyzes the innovations in hotel-keeping that were introduced during the 1920s in the leading Mediterranean countries to meet the growing demand for low-cost tourist services. The democratization of tourism was driven by a new generation of hotelkeepers without formal training but able to identify the kind of services required by middle class guests.

From *Zeitschrift für Unternehmensgeschichte*
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Martin Lutz, "Siemens und die Anfänge des Sowjetgeschäfts: Zur Bedeutung von Vertrauen für ökonomisches Handeln" ["Siemens and the Beginnings of Soviet Trade: The Importance of Trust for Economic Action"] (pp. 135–55). This article discusses the establishment of communication and business relations between Siemens and Soviet Russia. Siemens, the largest electrotechnical company operating in Russia before 1914, lost its Russian property as a result of Bolshevik industrial nationalization. But even after the October Revolution there was common ground for business relations between the Soviet government and Siemens.

Arjan van Rooij, "Nylon—The Material and its Challenges: The Case of Dutch Hosiery Firms, 1945–1965" (pp. 156–76). This paper investigates the introduction of nylon, the first fully synthetic yarn, into the Dutch hosiery industry. The article suggests that involvement of the producer increases with the extent to which a new material disrupts markets and technologies.

Kim Christian Priemel, "Gekaufte Geschichte: Der 'Freundeskreis Albert Vögler,' Gert von Klass und die Entwicklung der historischen Unternehmerforschung nach 1945 ["Bought History: The 'Circle of Friends of Albert Vögler,' Gert von Klass, and the Development of German Entrepreneurial Historiography after 1945"] (pp. 177–202). Facing challenges from Allied rule as well as from the German labor movement, postwar corporate business embarked on a course of apologetic public relations by rewriting the historical record of state–business relations under the Nazis. Commissioned biographical works of well-known industrialists like the late Albert Vögler contributed to the perception of German business histories as bought history.

Yvonne Zimmermann, "Heimatpflege zwecks Suppenpromotion: Zum Einsatz von Lichtbildern und Filmen in der Schweizer Lebensmittelbranche am Beispiel von Maggi" ["Image Cultivation as Soup Promotion: The Usage of Slides and Films in the Swiss Food Industry—The Example of Maggi"] (pp. 203–26). In Switzerland, the food industry was among the first to explore the medium of film as part of its corporate marketing and distribution policy. From the early 1920s, while on traveling lectures, the firm Maggi showed films that associated the brand name with the "homeland." In the early 1960s, this tradition of traveling cinemas was abandoned.