

**School of Historical Studies (Economic & Social History)**  
**EH3109/3609 Business and the British Economy since 1945**

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**A. THE COURSE LEADER**

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**B. GENERAL INFORMATION**

Aims and module outline

This module combines an introduction to the study of business history with a detailed examination of the performance of the British economy since 1945. It considers the performance of the British economy and of British-owned enterprises and examines the factors which have influenced their performance. It also draws attention to the comparative dimensions of this performance, drawing attention to British successes as well as the more frequently discussed failures. Students will be encouraged to explore these issues using primary sources as well as secondary material, and to combine the insights of economic and business historians with more theoretical work from other disciplines. Students will develop their ability to locate, analyse and present information from a wide range of sources both familiar and novel including company reports, surveys and statistics collected by governments and international agencies, the trade and technical press, and business histories.

This module develops and assesses the following subject specific skills in the manner set out below

	How Developed	How Assessed
Read, analyse and reflect critically and contextually upon historical texts and other source materials	In reading for seminars, through preparation of commentary assignment and essay(s)	Both assignments Exam
Develop an understanding of the varieties of approaches to understanding, constructing and interpreting the past and of comparative perspectives on the past.	In reading for seminars, through preparation of commentary assignment and essay(s)	Both assignments Exam
Gather and deploy appropriate evidence and data to develop and sustain historical arguments	Through participation in seminars and the planning and writing of essay(s)	Essay(s) Exam

This module develops and assesses the skills outlined in the university learning and teaching strategy in the manner set out below

	Developed	Assessed
IT Skills	Assignment and Essay(s)	Assignment and Essay(s)
Numeracy	Seminars, Lecture Handouts	
Written Communication	Assignment and Essay(s)	Assignment and Essay(s)
Oral Communication	Seminars, especially 10	
Team Working	Seminars, especially 10	

## C Seminar List and Course Bibliography

Below you will find an outline of the material to be covered during each seminar, a list of compulsory reading and details of the primary source material you should consult to enhance your understanding of the issues. There are also some starting points for secondary reading on each topic but you will be expected to identify relevant material beyond this for yourself. Most of the primary source material is to be found in A. Booth, British Economic Development since 1945 - make sure you buy a copy of this book which also has a useful guide to further reading. Additional extracts are found at the back of this course handout. There is also a lot of useful material in H. Jones and L. Butler, eds., Britain in the Twentieth Century: a documentary reader, vol II. A significant amount of additional material can be found on-line. The Public Record Office website <http://www.pro.gov.uk/> has some relevant documents available, mainly relating to the Wilson governments of 1964-70. The examination for this course will consist of two commentaries on primary sources and an essay, so it is important that you become familiar with this material from the start.

To identify further secondary reading you will have to make use of the finding aids available in the library and electronically: printed abstracts and bibliographies as well as MIMAS Web of Science, EDINA, CD-Roms and e.g. on-line index to the Economic History Review (EcHR). For very recent events you should consult, for example, The Guardian on CD-Rom and The Economist, both of which can be found in the library. The Lexis Nexis database is also a valuable source. During the course you should make a point of reading the business pages of a quality daily newspaper and build up a collection of articles which offer a current perspective on the issues addressed during this course. This will help with your work for Seminar 10 in particular.

### **Seminar 1 - Overview Lectures I: 1. Post-war reconstruction and the 'Golden Age'** **2. The British Economy from 1970s to the 1990s.**

The first seminar will provide an overview of the development of the British economy since the end of World War II, identifying the major phases in policy and performance. There will be an emphasis on understanding the interpreting the key statistical indicators of performance.

#### Bibliography

- A. Booth, British Economic Development since 1945
- A. Booth, The British Economy in the Twentieth Century
- A. Cairncross, The British Economy since 1945
- N. Crafts & N. Woodward, eds., The British Economy since 1945
- R. Floud & D. McCloskey, eds., The Economic History of Britain since 1700 vol.3, 1939-1992
- R. Middleton, The British economy since 1945 : engaging with the debate
- B. Supple, 'Fear of Failing: economic history and the decline of Britain', EcHR 47 (1994), pp.441-58

Good general coverage of post-war Britain is found in P. Clarke, Hope and Glory or K. Morgan, The People's Peace. A stronger focus on economic history is found in Geoffrey Owen, From Empire to Europe: the decline and renewal of British industry since the Second World War, but note Booth's comments on this.

Primary Material - Booth, chapter 1.

#### **Evidence concerning economic performance**

Students are encouraged to locate their own statistical data throughout this course. A good place to start for historical material is B. Mitchell, British Historical Statistics. For comparative data see B. Mitchell, International Historical Statistics (1998 edition) and the work of Angus Maddison. The official publications section of the library is the best place to start for more recent data as well as a wealth of detailed historical material. OECD and EU publications as well as those of the British

Government contain a wealth of data. The Report on the Census of Production is especially useful. More recent data for the UK and elsewhere can be found on the relevant internet sites. The British Government and the Department of Trade and Industry publish a wealth of other information this way making it easily accessible.

### **Seminar 2 Overview Lectures II:** **3. British Business since 1945**

This lecture provides an overview of changes in industrial structure, firm size, ownership and management since 1945.

#### a) Essential Reading

- G. Jones, 'Great Britain: Big business, management and competitiveness in twentieth-century Britain' in A. Chandler, F. Amatori & T. Hikino, eds., Big Business and the Wealth of Nations, pp.102-138.  
J. Wilson, British Business History, 1720-1994, chapters 1 and 6

#### Additional References

- A. Chandler, Scale and Scope  
A. Chandler, F. Amatori & T. Hikino, eds., Big Business and the Wealth of Nations  
D. Coleman, 'The uses and abuses of business history', BH 29 (1987)  
M. Kirby & M. Rose, Business Enterprise in Modern Britain from the Eighteenth to the Twentieth Century  
M. Porter, The Competitive Advantage of Nations  
L. Hannah, The Rise of the Corporate Economy  
B. Supple, Essays in British business history  
D. Burn, The Structure of British Industry  
S. Prais, The evolution of giant firms in Britain  
L. Hannah, The Rise of the Corporate Economy  
D. F. Channon, The Strategy and Structure of British Enterprise  
L. Hannah & J. Kay, Concentration in Modern Industry: Theory, Measurement and the UK Experience

#### Finding material on individual companies

The first place to look is F. Goodall, Bibliography of British Business Histories which contains extensive listings of material published up to the late 1980s. You could also check the contents of Business History (BH) and Business History Review (BHR), the two leading journals in the field. Many large companies are profiled in International Directory of Company Histories. Information on individuals connected with a firm is located in Dictionary of Business Biography. The Stock Exchange Yearbook also yields valuable information. You may also need to consult Who Owns Who.

Individuals may have entries in Who's Who. Regular reading of the business pages of a quality newspaper or The Financial Times will also yield considerable information on current performance. Corporate websites often contain some company history, but bear in mind that this is primarily intended for PR purposes and may be very selective in its coverage. The information resources listed on the university website under Management are also very useful.

It is important to note that several decades of mergers, de-mergers, management buyouts and some recent name changes make tracing the history of a company a difficult process.

For general advice see the helpsheet on the National Register of Archives website  
<http://www.hmc.gov.uk/business/busarchives.htm>

#### **4. British Economic Performance in Comparative Perspective: the Decline Debate**

This lecture will compare British economic performance over the period 1945-c1997 with that of other western industrial nations. Again there will be an emphasis on the statistical indicators which have been used in this debate and how they can be interpreted.

##### Reading

Most of the overview texts listed under seminar 1 include sections on comparative British performance and the debate concerning decline. For the most recent bibliographies see Booth and Middleton.

An important (and challenging) paper which you should read and be prepared to discuss is J. Tomlinson, 'Inventing "Decline": the falling behind of the British economy in the postwar years', Economic History Review 1996.

See also the debate between Tomlinson and Tiratsoo and Broadberry and Crafts carried out in the pages of BH 1998, drawing on an article by Broadberry and Crafts in BH 1996

##### **Seminar Organisation**

During weeks 3-10 of this course teaching will take the form of seminars. You will be provided with a list of compulsory reading for each seminar and a problem sheet which will outline some of the key questions which we will need to address, although it is not exhaustive. You should prepare answers to each of these questions and be prepared to discuss them in class or to make a brief presentation to the rest of your group of your answers. Those who fail to contribute to discussion are most likely to be asked to make presentations- you have been warned! In class we will also discuss primary source material. Each week you need to arrive at the seminar having read the primary material and thought about how it relates to the questions being addressed as well as reading sufficient secondary literature to enable you to contribute to discussion.

##### **Seminar 3 - Nationalisation, Privatisation and Regulation**

###### Compulsory Reading

M. Chick, 'Nationalization, Privatization and Regulation' in Business Enterprise in Modern Britain.

The bibliography of this essay is a useful guide to further reading

L Hannah, 'The economic consequences of the state ownership of industry, 1945-1990', in Floud & McCloskey includes a useful listing of major state owned enterprises

H. Mercer, 'The state and British business since 1945' in Kirby and Rose eds., Business Enterprise in Modern Britain

Internet modern history sourcebook speech by G. R. Strauss, Minister of Supply on Nationalising the Iron and Steel Industry, November 15, 1948 at <http://www.fordham.edu/halsall/mod/1948-ironsteel-nationalisation.html>

We will be discussing this speech in detail

###### Additional References

R. Millward & J. Singleton eds., The Political Economy of Nationalisation in Britain, 1920-50

R. Church, The rise and decline of the British motor industry

- T. R. Gourvish, British Railways, 1948-73: a business history (and the more recent volume which is on order)
- R. Pryke, 'The comparative performance of public and private enterprise'. Reprint from: Fiscal Studies, 3, pp.68-81 (SLC, X17499)
- R. Pryke, The nationalised industries: policies and performance since 1968
- H. Mercer, Constructing a Competitive Order
- M. Chick, Governments, Industries and Markets

Considerable material on nationalised industries can be found in the official publications section of the library. Particularly worth noting are

A Study of UK Nationalised Industries: a report to the government by the National Economic Development Office (1976)

and the deliberations of the Select Committee on Nationalised Industries

Note that Oliver Letwin's book Privatising the world : a study of international privatisation in theory and practice is the work of a current member of the shadow cabinet with a foreword by John Redwood and should be read with this in mind!

Primary Material - Booth, pp.69-71 , Butler and Jones pp. 77-80 and course handout.

### **Problem Sheet Nationalisation, Privatisation and Regulation**

1. How extensive was state (and municipal) ownership of industry before 1945?
2. Why did the Attlee governments pursue a policy of nationalisation?
3. To what extent did Conservative governments before 1979 adopt a different policy?
4. How did later nationalisations, e.g. BL, Rolls Royce, differ from those of 1945-51?
5. How did the extent of state ownership of industry compare with that of other western industrialised nations?
6. Assess the economic record of nationalised industry in Britain
7. What factors led to privatisation during the 1980s and 1990s?
8. How have privatised firms fared since? Current interesting cases are Railtrack/Network Rail and the debate over the fate of British Energy. Website for Network Rail is <http://www.railtrack.co.uk/> just for confusion!

### **Seminar 4 - Industrial Relations**

Poor industrial relations have frequently been identified as a reason for relatively poor British economic performance. This seminar will examine the changing nature of industrial relations over this period and consider the evidence for and against this contention.

#### Compulsory Reading

- P. Richardson, 'Trade unions and industrial relations' in Broadberry and Crafts eds., The British Economy Since 1945

C. Wrigley, 'Trade unions, the government and the economy' in T. Gourvish & A. O'Day, eds., Britain since 1945

or

C. Wrigley, 'Trade unions, strikes and the government', in R. Coopey & N. Woodward, eds., Britain in the 1970s

H. F. Gospel, 'The management of labour: Great Britain, the United States and Japan', BH (1988)

#### Additional References

H. F. Gospel & C. Littler, Managerial Strategies and Industrial Relations

R. Taylor, The Trade Union Question in British Politics: government and the unions since 1945

J. W. Durcan et al, Strikes in post-war Britain: a study of stoppages of work due to industrial disputes 1946-73

K. Hawkins, British Industrial Relations, 1945-75

BH, Special issue on labour and business, April 1989

K. Lunn, A social history of British labour, 1870-1970

N. Tiratsoo & J. Tomlinson, 'Restrictive practices on the shopfloor in Britain, 1945-60: myth and reality', BH (1994)

Many of the debates concerning the impact of unions on economic performance have been conducted in the pages of the British Journal of Industrial Relations

Primary Material - Booth chapter 4, especially pp.120-2, 129-30 and course handout.

Jones and Butler, pp. 262-66

### **Problem Sheet for Industrial Relations**

1. Definitions: restrictive practices  
collective bargaining  
corporate consensus  
prices and incomes policy
2. Outline the key features of trade union/government/industry relations between 1945 and 1979.
3. To what extent did these relations change during this period.
4. Why is 1979 a key 'turning point' in the history of postwar industrial relations.
5. Assess the impact of 'Thatcherism' on British trade unions.
6. To what extent was the Thatcherite attack on trade unions justified?
7. Has the British economy benefited from the reduction in union power and membership?
8. In what ways did the role of trade unions change after 1979?

### **Seminar 5 Technology, Industry and the 'White Heat'**

The failure to effectively develop and exploit new technologies has frequently been seen as lying at the heart of Britain's relatively poor postwar economic performance. This seminar examines this contention, looking in particular at the policies of Harold Wilson between 1964 and 1970 when his Ministry of Technology (MinTech) sought to give substance to his pledge to forge a new Britain in the 'white heat' of the scientific revolution.

Compulsory Reading

K. Pavitt ed., Technical Innovation and British Economic Performance (intro and summary by Pavitt)  
D. Edgerton, Science, Technology and the British Industrial 'Decline', 1870-1970

Or

D. Edgerton, 'British R&D after 1945: A Reinterpretation', Science and Technology Policy, April 1993, 10-16.

D. Edgerton, 'The "White Heat" Revisited', 20th Century British History, 7 (1996), 53-82

Essays by Horner and Coopey in Coopey, Fielding and Tiratsoo, eds., The Wilson Governments 1964-1970

M. Peck, 'Science and Technology' in Richard E. Caves, Britain's Economic Prospects (1968) This counts as a primary source but is an important assessment which you should read.

See also Tomlinson's article 'Inventing Decline' cited above.

The Labour Party election manifesto for 1964 is at <http://www.labour-party.org.uk/manifestos/1964/1964-labour-manifesto.shtml>

Pay special attention to the section on Science and Technology

Tony Benn was Minister of Technology and his diaries for this period provide an interesting insight

If you have the necessary technology you can listen to Wilson's speech at [http://news.bbc.co.uk/1/hi/english/static/in\\_depth/uk\\_politics/2000/labour\\_centenary/1964\\_1970.stm](http://news.bbc.co.uk/1/hi/english/static/in_depth/uk_politics/2000/labour_centenary/1964_1970.stm)

But unfortunately this is probably not possible in open access computer labs.

Additional References

D. Edgerton, 'British Industrial R. and D. 1900-1970', J of European Economic History, 23 (1994), 49-68.

S. Horrocks, 'Enthusiasm Constrained? Industrial R&D and the Transition from War to Peace, 1942-1951', BH 41 (1999), 42-63.

R. Hamilton, 'Despite the best intentions: the evolution of the British minicomputer industry', BH (1996)

J. Hendry, Innovating for Failure

BH, Special Issue 1984

D. Mowery & N. Rosenberg, Technology and the Pursuit of Economic Growth

P. Stoneman, Handbook of the Economics of Innovation and Technical Change

J. Langrish et al, Wealth from Knowledge

S. B. Saul, 'Research and Development in British Industry from the End of the Nineteenth Century to the 1960s', in T. C. Smout (ed.), The Search For Wealth and Stability (1979), pp.114-38.

G. Tweedale, 'Marketing in the Second Industrial Revolution: A Case Study of the Ferranti Group, 1949-63', BH 34 (1992), 96-127

N. Vig, Science and Technology in British Politics

There is a growing literature on the pharmaceutical industry, the outstanding example of British technological success, see for example J. Slinn and RTP Davenport-Hines, Glaxo

Industrial and Corporate Change, a journal available only on-line, has some useful articles on many aspects of this topic.

Primary Material –

Jones and Butler, pp. 271-73

Booth, pp.53-5, 55-6, 58-61, 61-2, 63-5, 76-8, 80-3, 124-6 and course handout

### **Problem Sheet for Technology, Industry and the ‘White Heat’**

1. Define:
  - invention
  - innovation
  - Research and Development
  - high-tech industry
2. Why is the ability to develop and adopt new technology seen as important to economic performance?
3. What concerns underpinned the policies advocated by Harold Wilson in 1964?
4. How did the Ministry of Technology develop and how effectively did it fulfil its goals?
5. What factors besides research and development are important in the successful commercial development of new products and processes?
6. In which ‘high-tech’ sectors have British companies been particularly successful?

### **Seminar 6 - Education, Training and Industry**

This topic is closely linked with the two previous seminars. It will consider the extent to which education and training were a factor in the comparative performance of British manufacturing industry in particular and the British economy in general. Particular attention will be paid to management training.

#### Compulsory Reading

- M. B. Rose, ‘Investment in human capital and British manufacturing industry to 1990’ in Kirby & Rose, eds. This has an extensive bibliography which you should consult.  
 M. Sanderson, ‘Education and Social Mobility’ in P. Johnson, ed., Twentieth Century Britain

#### Additional References

- M. Sanderson, The Universities and British Industry, 1850-1970  
 P. Summerfield & E. Evans, Technical Education and the State since 1850  
 D. Aldcroft, Education, Training and Economic Performance, 1944-1990  
 D. Edgerton, Science, technology and the British industrial ‘decline’, 1870-1970  
 S. Broadberry, The productivity race: British manufacturing in international perspective 1850-1990  
 R. Locke, ‘Education traditions and the development of business studies after 1945 (an Anglo-French-German comparison), BH (1988)  
 N. Tiratsoo & J. Tomlinson, ‘Exporting the ‘gospel of productivity’: US technical assistance and British industry, 1945-60, BHR (1997)  
 M. Sanderson, The Missing Stratum: the technical school in England (1994)  
 M. Sanderson, ‘Social equity and industrial need: a dilemma of English education since 1945’, in T. R. Gourvish and A. O’Day eds., Britain since 1945

Primary Material - Booth pp.56-8, 63-5, 65-7, 119-20, 124-26.

Note - The library has an extensive collection of the reports of the Anglo-American Council on Productivity (see pp.56-8).

‘Business Schools on Course’ article in course handout  
 Jones and Butler pp. 269-71

### **Problem Sheet: Education, Training and Industry**

1. Definitions: human capital  
technical education  
productivity  
productivity gap
2. Outline the main changes in the British education system during the period 1945-1997- make sure you consider schools as well as further and higher education.
3. To what extent were these changes prompted by the needs of industry?
4. In what ways did firms seek to ensure that they had a supply of adequately trained workers?
5. What explanations have been given for relatively low productivity in British (manufacturing) industry?
6. How has management education changed in Britain since 1945?
7. To what extent is it reasonable to blame poor economic performance on inadequacies in education and training?

### **Seminar 7 - Financing British Business**

This seminar considers the debate about how British business has been financed and the extent to which ownership and control have become separated. An additional issue will be the implications for the British economy of the role of the City of London as an international financial centre.

#### Compulsory Reading

M. Collins, 'The growth of the firm in the domestic banking sector' in Kirby and Rose eds., Business Enterprise in Modern Britain

#### Additional References

- D. Ross, 'The Unsatisfied Fringe in Britain, 1930s to 1980s', BH (1996)  
 W. Lazonick & M. O'Sullivan, 'Finance and industrial development', Financial History Review (1997) - a two part article which provides an important comparative analysis  
 W. A. Thomas, The Finance of British Industry, 1918-1976  
 R. Coopey & D. Clarke, 3i: Fifty Years Investing in Industry  
 W. A. Thomas, The Big Bang  
 S. Milner, ed., Could Finance do more for British Business?  
 David Kynaston, The City of London, Vol. 4, A club no more, 1945-1999

A polemical discussion of this issue can be found in W. Hutton, The State We're In

A good source of articles on this issue is Financial History Review shelved in the library in PER 330 not with the history periodicals

Particularly relevant to this course are

- F. Carnevali & P. Scott, 'The treasury as a venture capitalist: DATAC industrial finance and the Macmillan gap, 1945-60', (1999)

- J. Tomlinson, 'Attlee's inheritance and the financial system: whatever happened to the National Investment Board?', (1994)
- S. Bowden & J. Maltby, 'Under-performance, short-termism and corporate governance: the City and the British Motor Corporation, 1952-67'

Primary Material - Booth, pp.83-6 , 140-3

### **Problem Sheet : Financing British Business**

1. Sketch the organisational development of British banking since 1945.
2. What sources of finance other than bank loans/overdrafts have been available to British business?
3. In what ways could the banks be said to have failed British industry?
4. What evidence is there that banks performed their role effectively in relation to finance for industry?
5. How has the role of London as an international financial centre affected the postwar development of the British economy?
6. Does it really matter that the service sector has come to dominate the British economy and employment at the expense of manufacturing? (see Booth pp. 89-91 for one side of the debate)

### **Seminar 8 Multinational Enterprises and the British Economy since 1945**

The theme covers two aspects of the activities of MNEs. Firstly we will consider the overseas activities of British-based enterprises, then we will look at investment by foreign-owned enterprises in the UK.

There is an extensive literature on the past and current performance of MNEs which includes firms based in the UK and those which have invested here. Some starting points are given below. Authors to look out for are J. M. Stopford, J. H. Dunning, M. Wilkins & G. Jones.

#### Compulsory Reading

- G. Jones, 'British multinationals and British business since 1850' in Business Enterprise in Modern Britain - a clear and concise summary, useful bibliography
- G. Jones & F. Bostock, 'Foreign multinationals in British manufacturing 1850-1962', BH (1994) or 'US multinationals in British manufacturing before 1962', BHR (1996)
- J. H. Dunning, American Investment in British Manufacturing (1958)
- G. Jones, 'The British government and foreign multinationals before 1970' in Chick ed., Governments, Industries and Markets

#### British MNEs overseas

- R. M. Grant, 'Multinationality and performance among British manufacturing companies' J of International Business Studies, 1987 (SLC)
- J. Wilson, 'International business strategies at Ferranti, 1907-75: direction, management and performance', BH (1995)
- G. Jones, 'Lombard Street on the Riviera: the British clearing banks and Europe 1900-1960', BH (1982)

G. Jones, British Multinationals: origins, management and performance

G. Jones, British Multinational Banking, 1830-1990

BH, Jan 1994 special issue on 'The Making of Global Enterprise'

J. M. Stopford & L. Turner, Britain and the Multinationals

On the locational choices of British MNEs, you should read the debate between Jones and Nicholas, BH Jan 1991 and the articles which they have each written on this issue.

The histories of the following firms are examples of those which contain extensive discussions of their multinational activities - ICI, Courtaulds, Unilever, BP, Glaxo

### **Overseas MNEs in the UK**

N. Hood & S. Young, Multinationals in retreat : the Scottish experience

M. Hodges, Multinational Corporations and National Governments

A. Pilkington, 'Learning from joint ventures: the Rover-Honda relationship', BH (1996)

M. Mason, 'The origins and evolution of Japanese direct investment in Europe', BHR (1996)

M. D. Steuer et al., The Impact of Foreign Direct Investment on the United Kingdom (strictly a primary source)

Primary Material - Booth, pp.86-88 and IBB material on course handout.

### **Problem Sheet: MNEs**

1. Definitions: MNE  
FDI
2. Outline Britain's role as a source of FDI before 1939
3. What was the impact of WW2 on British FDI and how did the extent and distribution of FDI change after 1945?
4. Which industries and firms were most successful overseas?
5. How do you account for the international competitiveness of British firms when compared to the British economy as a whole?
6. To what extent were overseas multinationals active in Britain before 1945?
7. How and why did inward investment change after 1945?
8. Outline any major differences in the behaviour of overseas MNEs and indigenous enterprises.
9. What has been the attitude of British governments towards foreign enterprise?
10. How have inward investors benefited the British economy and to what extent could they be said to have had a harmful impact?
11. What is a British company?

## Seminar 9 Marketing and Advertising

This is a largely under-researched topic, perhaps because British firms have been seen as particularly poor at marketing and historians have been more interested in production. Now receiving much more attention as historians turn their attention to consumption as well.

G. Jones & N.J. Morgan, Adding Value: brands and marketing in food and drink (1994)

R. Tedlow, New and Improved: the story of mass marketing in America

D. Marchand, Advertising the American Dream (1985)

T.R. Nevett, Advertising in Britain (1982)

T.A.B. Corley, 'Consumer marketing in Britain', BH, 29 (1987) pp.65-83

D. West, 'From T Square to T Plan: the London office of the J. Walter Thompson advertising agency, 1919-70', BH, 29 (1987)

C. Wilson, The History of Unilever, 2 vols. (1954)

R. Fitzgerald, Rowntrees and the Marketing Revolution, 1862-1969

O. Westall, 'Marketing strategy and the competitive structure of British general insurance, 1720-1980', BH (1994).

Tweeddale, G., 'Marketing in the Second Industrial Revolution: A Case Study of the Ferranti Group, 1949-63', BH, 34 (1992), 96-127

The literature on the car industry contains material on marketing failure

Primary Material: course handout

Problem Sheet

1. Definitions:     Marketing  
                          Advertising
2. How did marketing techniques change between 1945 and the 1990s?
3. What difference did the emergence of new media for advertising, eg commercial radio and TV have on advertising in Britain?
4. To what extent did firms successfully integrate market analysis with design and production?

## Seminar 10 - Economic Policy and the 1998 Competitiveness White Paper

In 1998 the British government published a white paper setting out a range of policies intended to improve the international competitiveness of the British economy. In this seminar we will examine this document in the light of what we have learnt about the British economy and British business in the recent past. You will prepare for this seminar in groups, working together to assess the white paper and to make a presentation of your conclusions. You should outline what you consider to be the key recommendations and address some of all of the following issues as well as drawing attention to any other aspects of the white paper you consider to be particularly relevant.

1. To what extent do the solutions make sense in terms of your knowledge of the strengths and weaknesses of the British economy and British business over the last half century?
2. Does the white paper subscribe to a particular interpretation of the history of recent economic performance?
3. Do you agree with the solutions offered? Are they workable? Can you offer any better alternatives?
4. To what extent do these solutions mirror earlier attempts to bolster economic performance? Have the 'right' lessons been learnt from the past?
5. Does the white paper already look dated given what we know about the dot.com bubble?

The white paper on competitiveness is located on-line at <http://www.dti.gov.uk/comp/competitive/>

You should read the summary as well as the detailed document.

This exercise is intended to encourage you to reflect on this course as a whole and should be regarded as an integral part of your revision programme. Because you will be making your presentations during the final teaching week you should plan your work carefully to make sure that you allow sufficient time to prepare effectively for this.

Useful background reading on the policy making process and on attempts at economic modernisation is

A. Ringe and N. Rollings, 'Responding to relative decline: the creation of the National Economic Development Council', EHR 2000

This has an extensive bibliography which you should consult for further reading.

Your work on the 'White Heat' will also be useful background

## D ASSIGNMENTS

### 1. Minor Assignment

This assignment provides an opportunity for you to practice writing a commentary on a primary source. Choose one of the pieces of primary source material recommended above and write a commentary which considers its context and significance in the light of what you know of the business and economic history of the period. You should think carefully about the context in which it was written (or spoken), who wrote or said this, the audience for which it was intended, and the purposes it was designed to serve. In your account you should avoid quoting at length from the source from which your extract was taken, not least because you will not have the benefit of being able to refer to this in full during the exam.

Your assignment should be around 1,000 words. Remember that in the exam you will be expected to write two commentaries in around one hour so you will probably not write as much as you do for this assignment.

Some books which might help you to find out more about your source include:

The Contemporary History Handbook

D. Linton, The Twentieth Century Newspaper Press in Britain

P. Catterall and H. Jones, eds., Understanding Documents and Sources

S. Horrocks and S. Narain, Sources and Methods for Economic and Social Historians

A. Seldon, Contemporary History. Practice and Method

### Essays

Essays should be no more than 2,500 words in length and address the questions using primary source material as well as the secondary literature.

Remember to consult the guidelines for presentation of essays.

1. Have the industrial policies of any post-war government had a lasting impact on economic performance? (You should consider both positive and negative impacts.)

2. 'The assault on the unions certainly does not appear to have yielded the scale of economic benefits that might have been expected' (R. Chote, 1994, Booth, p.130) How far do you agree with this statement?
3. Why did the Conservative governments of the 1980s and 1990s see privatisation as such an attractive policy? Was it successfully pursued?
4. How and why have levels of concentration in British business changed since 1945?
5. Can poor management and inadequate management education be blamed for the relatively poor British economic performance since 1945?
6. To what extent is it fair to blame poor industrial relations for poor economic performance?
7. Did the Banks fail British industry after 1945?
8. What did governments perceive to be the weaknesses in industrial finance and how successful were they in solving these problems?
9. Assess the performance of nationalised industries in postwar Britain
10. Why was the UK such a popular location for foreign FDI after 1945? What was its impact on the host economy?
11. What are the major changes in industrial structure which have taken place since 1945? Outline the main reasons for these changes.
12. To what extent were both nationalisation and privatisation undertaken for political rather than economic reasons?
13. Assess the belief that the British are good at inventing but not at securing the economic benefits from their ideas.
14. Was Harold Wilson correct in his belief that more effective direction of science and technology in Britain to commercial goals (rather than for defence purposes) would contribute to a better rate of economic growth?