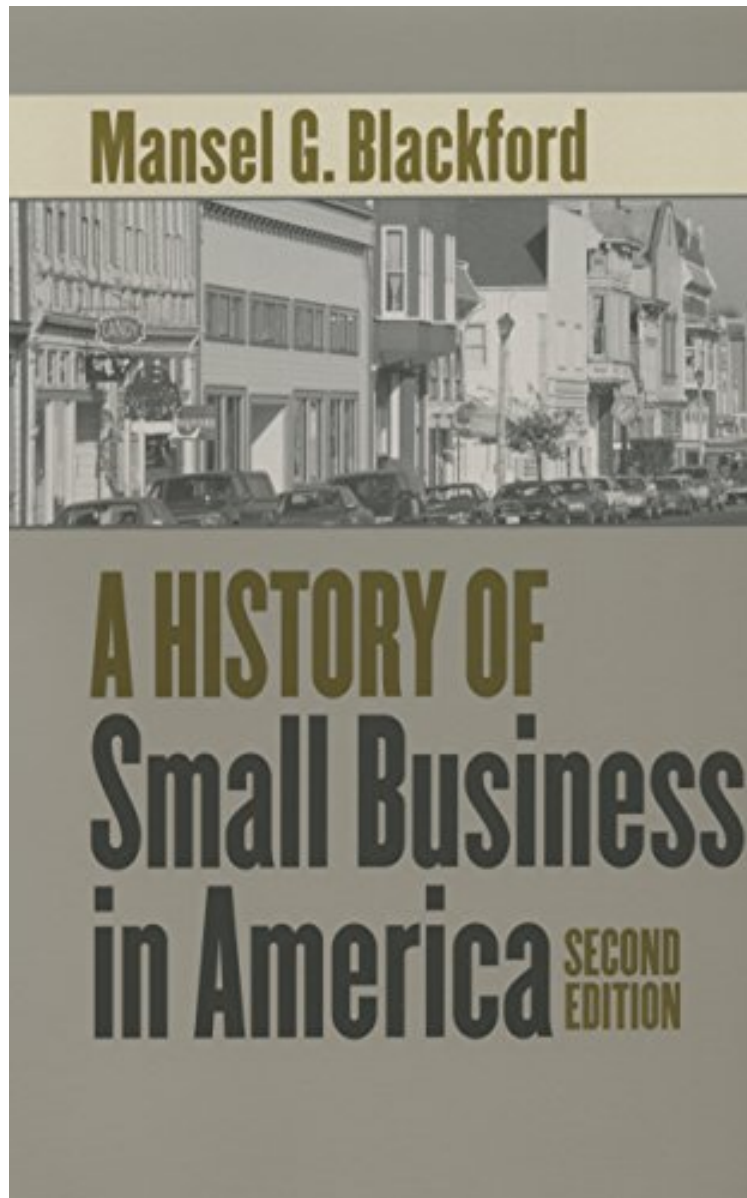


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## **A History of Small Business in America (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)**

*Mansel G. Blackford*

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0 of 1 people found the following review helpful. KnowledgeBy LeftyGood book. Added to my library. Good reference book for a business library: if a business owner or a consultant.3 of 3 people found the following review helpful. Good for beginners of business/economic historyBy An Asian ReviewerThere are so many good books and articles on the rise of big business in American history, but it is difficult to find fine books on history of small business. *A HISTORY OF SMALL BUSINESS IN AMERICA*, written by business historian Mansel G. Blackford, is one of such books. This concise book on American history of small business is very good for beginners of this field of study. Blackford skillfully synthesizes recent studies on American small-business history, paying attention to female, immigrant and black entrepreneurs. His insight is not limited within the border of U.S. but compares American business experiences with history of other countries such as Britain, German, France or Japan. This will be a new standard textbook of American business and economic history.

From the colonial era to the present day, small businesses have been an integral part of American life. First published in 1991 and now thoroughly revised and updated, *A History of Small Business in America* explores the central but ever-changing role played by small enterprises in the nation's economic, political, and cultural development. Examining small businesses in manufacturing, sales, services, and farming, Mansel Blackford argues that while small firms have always been important to the nation's development, their significance has varied considerably in different time periods and in different segments of our economy. Throughout, he relates small business development to changes in America's overall business and economic systems and offers comparisons between the growth of small business in the United States to its development in other countries. He places special emphasis on the importance of small business development for women and minorities. Unique in its breadth, this book provides the only comprehensive overview of these significant topics.

"This readable survey goes further than any other work yet written to show the collective importance of small business in different ways at different times in the nation's economic development." "A cogent and readable addition to our understanding of American business, one that should be strongly considered by anyone teaching an American business history course." ("Business History ") "This readable survey goes further than any other work yet written to show the collective importance of small business in different ways at different times in the nation's economic development." ("Journal of American History") Blackford . . . clearly and concisely surveys small businesses' rich history in the US from Colonial times. . . . [He] masterfully contextualizes the changing balances of firm sizes across time, explaining why and how large firms have challenged small businesses in agriculture, manufacturing, retail, and service, blending social and cultural factors with the economics and policies that influence success and failure.--Choice This readable survey goes further than any other work yet written to show the collective importance of small business in different ways at different times in the nation's economic development.--Journal of American History A cogent and readable addition to our understanding of American business, one that should be strongly considered by anyone teaching an American business history course.--Business History About the Author Mansel Blackford, professor of history at Ohio State University, is well known for his work in American, European, and Asian business history. His most recent book is *Fragile Paradise: The Impact of Tourism on Maui, 1959-2000*.