

Renewing Unilever

Transformation and Tradition



Geoffrey Jones

Renewing Unilever Transformation And Tradition

Hubert Bonin, Ferry de Goey



Renewing Unilever Transformation And Tradition:

Renewing Unilever Geoffrey Jones, 2005 Unilever is one of the world's largest suppliers of fast moving consumer goods in foods home and personal care Unilever's operations cover food and home and personal care This book takes the readers inside this corporation which from its origins in Britain and the Netherlands has become a worldwide manufacturer of consumer products Unilever is one of the world's largest suppliers of fast moving consumer goods in foods home and personal care It operates in over 100 countries Its scope and scale make it a unique global corporation Yet the story of Unilever is not simply a tale of corporate evolution Unilever is a corporation that has a big impact on the lives of people round the world Indeed a Unilever brand can be found in one in every two households worldwide Geoffrey Jones a leading business historian from the Harvard Business School takes us inside this corporation which from its origins in Britain and the Netherlands has become a worldwide manufacturer of fast moving consumer products Unilever's operations cover food and home and personal care and its brands include Lipton Hellmann's Birds Eye Wall's Surf Domestos Comfort Dove Sunsilk Pond's Signal Axe and Ben Jerry's In particular the book focuses on the evolution of the company over the last half century Managing such a firm in the era of globalization posed enormous challenges **Renewing Unilever** Geoffrey Jones, 2023

Renewing Unilever Geoffrey Jones, 2005-07 **Renewing Unilever** Peter Wardley, 2006 Varieties of Capitalism and Business History Keetie E. Sluyterman, 2014-11-27 The financial crisis of 2008 brought new urgency to the question how best to organise national economies This volume gives a business history perspective on the Varieties of Capitalism debate and considers the respective merits of the liberal and coordinated market economies It looks at individual firms and business people as well as institutions and takes a long term perspective by covering the whole 20th century The authors examine both continuity and change with a particular focus on the Netherlands a nation with an open economy situated between two countries that oppose each other in the way they organize their economies Germany and Great Britain The Netherlands also provides an important case study with Dutch business maintaining strong links to the United States widely considered to be the typical liberal market economy Contributors address the main topics of the capitalism debate including labour relations corporate governance the firm and its leaders coordination between firms innovation multinationals as agents of change and economic performance They show that the Netherlands moved from a mostly liberal market economy before 1914 towards a coordinated market economy from the 1930s onwards and up to a certain extent back again to a more liberal market economy Under both varieties of capitalism the country experienced economic growth and stagnation but a more equal division of wealth occurred in the coordinated market economy only Wars and international economic crises offered moments for revaluation and changes of tack This book raises questions for every country around the globe How is change being brought about Can one see different results from a liberal or a more coordinated market economy And most critically which system is more effective in bringing prosperity and enabling enough people to share in the wealth *British Business in the*

Formative Years of European Integration, 1945–1973 Neil Rollings, 2007-12-10 This book questions conventional accounts of the history of European integration and British business. Integration accounts normally focus on the nation state while Neil Rollings focuses on business and its role in the development of European integration which business historians have previously overlooked. Business provided a key link between economic integration, political integration and the process of Europeanization. British businessmen perceived early on that European integration meant much more than the removal of tariffs and access to new markets. Indeed, British entry into the European community would alter the whole landscape of the European working environment. Consideration of European integration is revealed as a complex, relative and dynamic issue covering many issues such as competition policy, taxation and company law. Based on extensive archival research, this book uses the case of business to emphasize the need to blend national histories with the history of European integration.

Making Seafood Sustainable Mansel G. Blackford, 2011-12-30 In the spring of 2007 National Geographic warned: 'The oceans are in deep blue trouble'. From the northernmost reaches of the Greenland Sea to the swirl of the Antarctic Circle, we are gutting our seas of fish. There were legitimate grounds for concern. After increasing more than fourfold between 1950 and 1994, the global wild fish catch reached a plateau and stagnated despite exponential growth in the fishing industry. As numerous scientific reports showed many fish stocks around the world collapsed, creating a genuine global overfishing crisis. *Making Seafood Sustainable* analyzes the ramifications of overfishing for the United States by investigating how fishers, seafood processors, retailers, government officials and others have worked together to respond to the crisis. Historian Mansel G. Blackford examines how these players took steps to make fishing in some American waters, especially in Alaskan waters, sustainable. Critical to these efforts, Blackford argues, has been government and industry collaboration in formulating and enforcing regulations. What can be learned from these successful experiences? Are they applicable elsewhere? What are the drawbacks? *Making Seafood Sustainable* addresses these questions and suggests that sustainable seafood management can be made to work. The economic and social costs incurred in achieving sustainable resource usage are significant, but there are ways to mitigate them. More broadly, this study illustrates ways to manage commonly held natural resources around the world—land, water, oil and so on—in sustainable ways.

Market Encounters Bianca Murillo, 2017-10-16 In *Market Encounters*, Bianca Murillo explores the shifting social terrains that made the buying and selling of goods in modern Ghana possible. Fusing economic and business history with social and cultural history, she traces the evolution of consumerism in the colonial Gold Coast and independent Ghana from the late nineteenth century through to the political turmoil of the 1970s. Murillo brings sales clerks, market women and everyday consumers in Ghana to the center of a story that is all too often told in sweeping metanarratives about what happens when African businesses are incorporated into global markets. By emphasizing the centrality of human relationships to Ghana's economic past, Murillo introduces a radical rethinking of consumption studies from an Africa-centered perspective. The result is a keen look at colonial capitalism in all of its intricacies, legacies and

contradictions including its entanglement with gender and race

The Cambridge History of Capitalism: Volume 2, The Spread of Capitalism: From 1848 to the Present Larry Neal, Jeffrey G. Williamson, 2014-01-23 The second volume of The Cambridge History of Capitalism provides an authoritative reference on the spread and impact of capitalism across the world and the varieties of responses to it Employing a wide geographical coverage and strong comparative outlook a team of leading scholars explore the global consequences that capitalism has had for industry agriculture and trade along with the reactions by governments firms and markets The authors consider how World War I halted the initial spread of capitalism but global capitalism arose again by the close of the twentieth century They explore how the responses of labor movements compounded by the reactions by political regimes whether defensive or proactive led to diverse military and welfare consequences Beneficial results eventually emerged but the rise and spread of capitalism has not been easy or smooth This definitive volume will have widespread appeal amongst historians economists and political scientists

The European Enterprise Harm Gustav Schroeter, 2007-10-14 This book offers a broad overview of the topic of the European enterprise It examines what the European enterprise is or might be whether or not it exists and if not if tendencies towards its emergence can be discerned or not To indicate the results just briefly already There is definitely a movement in that direction one which has accelerated during the past few years however there is not a large number of firms which are taking part in this movement yet and the movement is also characterized by cases of backlash and phases of stagnation There is probably only one characteristic of Europe on which all persons refer as well as contributors would agree Diversity Europe is more diverse than any other region of the world of the same size The same holds true naturally for views on and perceptions of Europe No single person is in a position to provide all different views simultaneously Thus in order to encompass this variation the volume was designed as an effort of many Its 20 different contributions were written by 26 different persons representing 13 different nationalities including the United States of America and Japan As a counterbalance to this diversity the introduction provides a general focus and the conclusion the common results of the combined efforts

International Business, Multi-Nationals, and the Nationality of the Company Boris Gehlen, Christian Marx, Alfred Reckendrees, 2023-12-11 This book discusses challenges that arise for multinational companies from not having a single nationality and being exposed to a variety of simultaneous country specific legally and culturally constructed nationalities at home and abroad Brexit America First campaigns Russia's war against Ukraine or the ever tenser relationship between China and the US have led to raising concerns about foreign direct investments Multinational companies are pressured to withdraw from countries and reorganise global value chains The long held confidence that nationality does not matter for multinational companies in the globalised economy has dwindled Today companies doing business abroad are exposed to implications of their nationality because governments and customers react upon the nationality of a firm or a product as they did in the 20th century The chapters in this book address many international business domains covering political risk liability of foreignness cultural distance

headquarters change and tax planning They use different methodological approaches to analyse European and US based MNEs in Europe Africa and South East Asia from 1900 to 1980 The book argues that nationality is not a ghost from the past in international business it is a topic that requires substantial consideration The chapters in this book were originally published in the journal *Business History* *Business in Britain in the Twentieth Century* Richard Coopey, Peter Lyth, 2009 This collection of fresh incisive scholarship by some of the leading business historians critically examines the nature of economic recovery in Britain in recent years Covering the key issues for business history in this period the book confronts the traditional literature on conclusions of relative decline and monocausal simplistic explanations It provides an impressive range of studies forming a platform for a new debate on the nature of British business in the 20th century Themes include productivity management research and development marketing regional clusters and networks industrial policy the use of technology and gender Sector studies include newer post war hopefuls and successes including aerospace IT retail banking overseas investment the creative industries The book demonstrates that our understanding of the historic strengths and weaknesses of business in Britain and the shifting balance between sectors of the economy has until now been poorly understood and that British business history needs a fundamental reappraisal ***American Firms in Europe*** Hubert Bonin, Ferry de Goey, 2009 The Americanization of Europe and the strategic initiatives of American firms abroad have been well studied The expansion of American firms in Europe however lacked a comprehensive study This book gathers the works of two dozen economic and business historians from across Europe preceded by Mira Wilkins comparative essay The collection addresses the timetable and pace of American direct investment in Europe the patterns followed in each country according to the specificities of each industry and service sector and the strategies followed by the different firms The studies go beyond the facts scrutinizing the immaterial aspects of this business history especially European perceptions of American firms and the essential stakes of corporate images and identities The Europeanization of American firms is a key issue including social relations management commercial policies brand image connections and embeddedness The authors gauge the reaction of public authorities and lobbies industrialists and trade unions Graphs and tables provide data while overviews of ads published by American affiliates fuel analyses of consumer perception *International Business Scholarship* Jean J. Boddewyn, 2008-06-20 The AIB Fellows Group includes top researchers educators and administrators in the IB field This book covers the growth of several functional areas marketing advertising and finance It reviews problems of methodological rigor in IB research It also traces the history and evolution of IB studies *The Rise of Modern Business* Mansel G. Blackford, 2008 The Rise of Modern Business compares and analyzes the development of business and business institutions in several countries from the preindustrial era to the present Paying close attention to connections between business development and political ***The Oxford Handbook of Identities in Organizations*** Andrew D. Brown, 2020-01-16 Conceived as the meanings that individuals attach to their selves a substantial stockpile of theory related

to identities accumulated across the arts social sciences and humanities over many decades continues to nourish contemporary research on self identities in organizations In times which are more reflexive narcissistic and fluid the identities of participants in organizations are increasingly less fixed and less certain making identity issues both more salient and more interesting Particular attention has been given to processes of identity construction often styled identity work Research has focused on how why and when such processes occur and their implications for organizing and individual group and organizational outcomes This has resulted in a burgeoning stream of research from discursive dramaturgical symbolic socio cognitive and psychodynamic perspectives that most often casts individuals efforts to fabricate identities as intentional relational and consequential Seemingly intractable debates centred on the nature of identities their relative stability or fluidity whether they are best regarded as coherent or fractured positive or not and how they are fabricated within relations of power combined with other conceptual issues continue to invigorate the field However these debates have also led to some scepticism regarding the future potential of identities research Yet as the chapters in this Handbook demonstrate there are considerable grounds for optimism that identity as root metaphor nexus concept and means to bridge levels of analysis has significant potential to generate multiple compelling streams of theorizing in organization and management studies

The Construction of Social Bonds Ahrne, Göran, 2021-11-05 This engaging and timely book demonstrates how a deeper understanding of theories about organizations are necessary for the development of a relational sociology and provides an in depth explanation of globalization and social change It also examines how social bonds are constructed through combinations of different forms of communication and investigates the bonds of intimate relationships and partially organized relationships such as street gangs brotherhoods and social movements

The Multinational Enterprise Mark Casson, 2018-02-23 This book summarises Mark Casson s recent research on the multinational enterprise This work is firmly rooted in history and examines the evolution of the internalisation theory of the multinational enterprise over the past forty years and in the light of this considers its potential for further development The book also explores internationalisation theory in respect to marketing and brands the supply chain risk management as well as methodology

The Oxford Handbook of Employment Relations Adrian Wilkinson, Geoffrey Wood, Richard Deeg, 2014-03-13 There have been numerous accounts exploring the relationship between institutions and firm practices However much of this literature tends to be located into distinct theoretical traditional silos such as national business systems social systems of production regulation theory or varieties of capitalism with limited dialogue between different approaches to enhance understanding of institutional effects Again evaluations of the relationship between institutions and employment relations have tended to be of the broad brushstroke nature often founded on macro data and with only limited attention being accorded to internal diversity and details of actual practice The Handbook aims to fill this gap by bringing together an assembly of comprehensive and high quality chapters to enable understanding of changes in employment relations since the early 1970s Theoretically based

chapters attempt to link varieties of capitalism business systems and different modes of regulation to the specific practice of employment relations and offer a truly comparative treatment of the subject providing frameworks and empirical evidence for understanding trends in employment relations in different parts of the world Most notably the Handbook seeks to incorporate at a theoretical level regulationist accounts and recent work that link bounded internal systemic diversity with change and at an applied level a greater emphasis on recent applied evidence specifically dealing with the employment contract its implementation and related questions of work organization It will be useful to academics and students of industrial relations political economy and management

The Oxford Handbook of Business History Geoffrey Jones, Jonathan Zeitlin, 2008-01-25 This Handbook provides a state of the art survey of research in business history Business historians study the historical evolution of business systems entrepreneurs and firms as well as their interaction with their political economic and social environment They address issues of central concern to researchers in management studies and business administration as well as economics sociology and political science and to historians They employ a range of qualitative and quantitative methodologies but all share a belief in the importance of understanding change over time The Oxford Handbook of Business History has brought together leading scholars to provide a comprehensive critical and interdisciplinary examination of business history organized into four parts Approaches and Debates Forms of Business Organization Functions of Enterprise and Enterprise and Society The Handbook shows that business history is a wide ranging and dynamic area of study generating compelling empirical data which has sometimes confirmed and sometimes contested widely held views in management and the social sciences The Oxford Handbook of Business History is a key reference work for scholars and advanced students of Business History and a fascinating resource for social scientists in general

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