

National Cultures And International Competition: The Experience Of Schering AG, 1851-1950

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try from 1900 to 1935 (1993) and an exploration of how American and Japanese management and production methods were perceived within German business between 1950 and 1980 (2002).

National Cultures and International Competition: The Experience of Schering AG, 1851-1950. *By Christopher Kobrak.* Cambridge, U.K.: Cambridge University Press, 2002. xv + 394 pp. Index, notes, appendix, maps, photographs. Cloth, \$50.00. ISBN 0-521-81481-2.

Reviewed by S. Jonathan Wiesen

This study of the pharmaceutical and chemical company, Schering, is an important addition to an increasingly rich literature on German corporations in the nineteenth and twentieth centuries. Kobrak approaches his theme neither as a polemicist nor as a company advocate, but rather as a scholar, one of the few conversant in the history of German finance. Kobrak's expertise is significant, as he brings to his work a vast knowledge of corporate assets and debts, which many historians of the modern company downplay or are simply ill equipped to analyze. Kobrak reminds us that companies exist primarily to maximize profits for their shareholders, and Schering AG had a difficult time fulfilling this obligation in Germany's nationally oriented business environment in the first half of the twentieth century. Schering, to be sure, displayed a remarkable longevity and turned a profit in all but five years during its first century of existence. But as a research-intensive company dependent on exports, it was caught between protecting its position in a highly competitive international market and adhering to distinctly "German" business norms.

Schering began as a pharmacy in 1851, became a joint-stock company in 1871, and by the 1880s had grown into a highly profitable pharmaceutical manufacturer, with markets in Europe, Asia, North and South America, and Australia. By the 1920s Schering had become a premier producer of medicines and chemicals, primarily synthetic camphor, which could be found in celluloid, burn medications, vehicle windshields, even playing a role in Hindu religious rituals. During the Nazi years, Kobrak maintains, the company did not remain aloof from the behaviors so associated with German business during this period—from the "Aryanization" of firms to the use of forced labor to the presence of Nazi party members in the company's management. But compared with many larger firms, Schering maintained considerable distance from the regime's most egregious crimes, often protecting the careers of its

National Cultures and International Competition: The Experience of Schering AG, New York: Cambridge University Press, xvii + pp. National Cultures and International Competition: The Experience of Schering AG, (review). Declan O'Reilly. Enterprise & Society, Volume 4, Number. National Cultures and International Competition: The Experience of Schering AG, Front Cover. Christopher Kobrak. Cambridge University Press, Oct. National Cultures and International Competition: The Experience of Schering AG, New York: Cambridge University Press, National Cultures and International Competition: The Experience of Schering AG, (Cambridge Studies in the Emergence of Global Enterprise). "National Cultures and International Competition: The Experience of Schering AG, , by Christopher Kobrak." Canadian Journal of History, 39(3), pp. National Cultures and International Competition: The Experience of Schering AG, , by Christopher Kobrak National Cultures and International. National Cultures and International Competition: The Experience of Schering AG, Kobrak, Christopher: Cambridge: Cambridge.oxygen-manchester.com: National Cultures and International Competition: The Experience of Schering AG, (Cambridge Studies in the Emergence of Global. Booktopia has National Cultures and International Competition, The Experience of Schering AG, by Christopher Kobrak. Buy a discounted. Christopher Kobrak. National Cultures and International Competition: The Experience of Schering AG, Cambridge: Cambridge University Press. This history of Schering AG (one of Germany's best known pharmaceutical companies) traces its origins as a pharmacy in the middle of the nineteenth century to the experience of Schering AG, / Christopher Kobrak. Cambridge: Cambridge University Press, - Cambridge studies in the emergence of global. National Cultures And International Competition The Experience Of Schering Ag - In this site is not the same as a answer directory you buy in a. Christopher Kobrak's National Cultures and International Competition; The Experience of Schering AG, is anything but a run-of-the-mill company. National cultures and international competition: the experience of Schering AG, /. Main Author: Kobrak, Christopher. Format: Book. Language. National Cultures and International Competition The Experience of Schering AG Cambridge Studies in the Emergence of Global Enterprise. National Cultures and International Competition by Christopher Kobrak, Cultures and International Competition: The Experience of Schering AG, Breadcrumb Navigation. Search Catalog; National cultures and international competition: the experience of Schering AG, Gbs preview button. National Cultures and International Competition: The Experience of Schering Ag, Christopher Kobrak: oxygen-manchester.com: Libros. Download National Cultures and International Competition: The Experience of Schering AG 2 years ago 0 views. carter Carter. Follow. Free Online Library: National Cultures and International Competition: the Experience of Schering AG (Book Review) by "Canadian Journal of History". National Cultures And International Competition The Experience Of Schering Ag - In this site is not the thesame as a answer reference book you buy. National Cultures and International Competition: The

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