

Contents

Acknowledgments vii

Notes on Contributors ix

Preface xiii

PART I ECONOMIC RELATIONSHIPS AND THE SOCIAL SCIENCES

- 1 The Nature of Economic Relationships 3
Mark Granovetter
- 2 On the Relationship Between Economic Theory and Economic Sociology in the Work of Joseph Schumpeter 42
Richard Swedberg

PART II TRUST, COOPERATION, AND COMPETITION

- 3 The Social Structure of Competition 65
Ronald S. Burt
- 4 Studied Trust: Building New Forms of Cooperation in a Volatile Economy 104
Charles F. Sabel
- 5 Undoing the Managerial Revolution? Needed Research on the Decline of Middle Management and Internal Labor Markets 145
Paul M. Hirsch

PART III
THE SOCIAL CONSTRUCTION
OF ECONOMIC INSTITUTIONS:
Money, Markets, and Industries

- 6 Markets in Production Networks 161
Harrison C. White
- 7 Auctions: From Walras to the Real World 176
Charles W. Smith
- 8 Making Multiple Monies 193
Viviana A. Zelizer
- 9 Thomas Edison and the Social Construction of the Early
Electricity Industry in America 213
Patrick McGuire, Mark Granovetter, and Michael Schwartz

PART IV
THE PERFORMANCE OF FIRMS
AND THEIR ENVIRONMENTS

- 10 Organizational Design and the Performance Paradox 249
Marshall W. Meyer with Kenneth C. O'Shaughnessy
- 11 Corporate Financing: Social and Economic Determinants 279
Linda Brewster Stearns and Mark S. Mizruchi
- 12 Shareholder Power and the Struggle for Corporate Control 308
Michael Useem
- 13 The Coming of Post-Industrial Society Revisited: Manufacturing
and the Prospects for a Service-Based Economy 335
Frank P. Romo and Michael Schwartz

PART V
SMALL FIRMS IN NETWORKS

- 14 Small Firm Networks 377
Charles Perrow
- 15 Future Alternatives of Work Reflected in the Past: Putting-Out
Production in Modena 403
Mark Lazerson
- Index 429