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 De-
   cline 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 Breuer 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