
Contents

Introduction, <i>Richard Swedberg and Mark Granovetter</i>	1
---	----------

PART I SOCIOLOGICAL APPROACHES TO THE ECONOMY

1 The Economy as Instituted Process, <i>Karl Polanyi</i>	29
+ 2 Economic Action and Social Structure: The Problem of Embeddedness, <i>Mark Granovetter</i>	53

PART II HISTORICAL AND COMPARATIVE PERSPECTIVES ON THE ECONOMY

3 Weber's Last Theory of Capitalism: A Systematization, <i>Randall Collins</i>	85
4 Economic Backwardness in Historical Perspective, <i>Alexander Gerschenkron</i>	111
5 The Emergence of Managerial Capitalism, <i>Alfred D. Chandler, Jr.</i>	131
6 Goodwill and the Spirit of Market Capitalism, <i>Ronald Dore</i>	159
7 Market, Culture, and Authority: A Comparative Analysis of Management and Organization in the Far East, <i>Gary G. Hamilton and Nicole Woolsey Biggart</i>	181

**PART III
THE SOCIOLOGY OF
ECONOMIC INSTITUTIONS**

8	The Bazaar Economy: Information and Search in Peasant Marketing, <i>Clifford Geertz</i>	225
9	The Sociological and Economic Approaches to Labor Market Analysis: A Social Structural View, <i>Mark Granovetter</i>	233
10	Non-Contractual Relations in Business: A Preliminary Study, <i>Stewart Macaulay</i>	265
11	Human Values and the Market: The Case of Life Insurance and Death in 19th-century America, <i>Viviana A. Zelizer</i>	285

**PART IV
THE SOCIOLOGY OF THE FIRM
AND INDUSTRIAL ORGANIZATION**

12	Group Dynamics and Intergroup Relations, <i>George Strauss</i>	307
13	Men Who Manage, <i>Melville Dalton</i>	315
14	Bureaucratic and Craft Administration of Production: A Comparative Study, <i>Arthur L. Stinchcombe</i>	345
15	Processing Fads and Fashions: An Organization- Set Analysis of Cultural Industry Systems, <i>Paul M. Hirsch</i>	363
	<i>About the Book and Editors</i>	385
	<i>Index</i>	387