Preface

This book considers the historical impact of globalization on the countries of Argentina and Chile. The two countries are neighbors in the Southern Cone of Latin America, but their histories have rarely been directly compared by business and economic historians. The book is designed to contribute both to the burgeoning business history literature on Latin America, and to the history of globalization generally.

This book emerged from the commitment of the business history group at the Harvard Business School to facilitate research and course development in business history beyond the United States and Europe. This led to conversations between Geoffrey Jones, the Isidor Straus Professor of Business History, and Andrea Lluch, the Harvard-Newcomen Fellow in Business History in 2006–07, about how the Harvard Business School could best support the growth of the subject in Latin America, especially Argentina where she was based, and neighboring Chile. Thanks to the support of Dean Jay Light, Lluch was appointed a Research Fellow at the School for two more years. During these years Lluch conducted over 20 oral history interviews with the most prominent business leaders in Argentina and Chile. This became the basis of Harvard Business School’s Creating Emerging Markets program. A second outcome was a volume of essays published (in Spanish in 2011) as Geoffrey Jones and Andrea Lluch (eds), El impacto histórico de la globalización en Argentina y Chile: Empresas y empresarios.1 This present book is a revised and updated version of this earlier work, extensively rewritten for the English-speaking market, and for researchers and students with little prior knowledge of the region.

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