


The main result of this study is a close reading of the archival material that traces the establishment of the agencies of Roche in the three eastern European countries. There are interesting episodes showing that the company followed illegal pathways in order to prevail in the foreign countries. The guiding thesis is that a structural history has to take into account the action and influence of individuals, but this thesis is not really brought to a conclusion. Amman and Engler describe the roles of the different representatives, and show nicely how their scope for action changed over time, how this change was related to changing conditions and local contexts, and what the conflicts were between the central office in Basel and the distant localities. They also argue in terms of changing a corporate culture that was partially dependent on the broad political conditions in the studied countries. The thorough description is supplemented by a useful appendix that presents a chronology, a glossary, company figures, and biographies.

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**DuPont's Dyes Business: Three Decades of Innovation, 1950–1980.** By JOSEPH J. IANNARONE, JR. and JOHN S. THACKRAY. Pp. xi + 261, illus. J & J Publishing: Lancaster, Penn. 2008. \$29.00. ISBN: 978-0-615-24927-8 (orders via: <http://colorantshistory.org/DuPontDyesBusiness.html>)

Joseph Iannarone and John Thackray are two former members of the DuPont dye business, which experienced its golden age after World War II and was sold off in 1979, marking the visible onset of the decline of the US synthetic dye industry. The authors are not research chemists. For the entire period covered by the book, they both held different jobs in the dye business, spanning technical service, sales, and business management. In the course of their various assignments, which started for both of them as trainees in the Technical Laboratory, the authors acquired substantial knowledge of dye innovations and the business of selling dyes. Rather than attempting a scholarly history (only five sources are cited), the authors offer their own personal history of Du Pont's dye business. Their story is valuable for anyone who wants to gain a deeper understanding of how DuPont became an innovator in the synthetic dye industry, but in the 1970s could no longer compete successfully with foreign rivals. In 1979, Du Pont exited the industry , as later did all other US-headquartered firms.

The book is organised into eight chapters. After providing a very short history of dyes that will be familiar territory for scholars of the subject, the authors review, in chapter 2, the entry of Du Pont into the dye business in 1917 and its development until 1949. Chapter 3 describes how Du Pont organised its innovation efforts in the 1950s, providing detailed descriptions of the Technical Laboratory, which was focused on customer service. The laboratory was located at the Chambers Works, which, in the 1950s, was the largest organic chemicals plant in the USA. Next, the authors provide an informative overview of dramatic innovations in dyeing methods and machinery (chapter 4).

In 1907, one of the leaders in the German dye industry, Carl Duisberg, had predicted that all dyes had been pretty much discovered, thanks to the systematic research of the German research and development laboratories. His prediction was wrong, because he did not anticipate the invention of a plethora of synthetic fibres that required the development of many more new dyes. Chapters 5 and 6 discuss how DuPont was pushed to develop new dyes and dyeing techniques to be able to sell their approximately three hundred new synthetic fibre products. These innovation efforts required extensive collaboration between the research laboratory, the aforementioned Technical Laboratory located across the street, equipment-makers, and dyers. Chapter 7 describes what, for the authors at the time, was the unexpected exit of DuPont from the dye business in 1979. Looking back at this decision three decades later, the authors admit that top management's strategic decision to exit made sense, because DuPont could not compete with foreign firms when the textile industry started to move to the Far East and customers no longer needed technical assistance or were unwilling to pay higher dye prices for

it. Chapter 8 provides lessons that are familiar to management scholars. Appendix A lists DuPont's major dye innovation, underlining once again how important dyeing process innovations were in the commercialisation of dyes. Appendix B lists various organisation charts, sometimes drawn from the memory of the authors. Appendix C provides a glossary of technical terms. Appendix D reprints a nomenclature of 294 DuPont synthetic fibre products.

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## Short Notices

**The Beginning of Western Science: The European Scientific Tradition in Philosophical, Religious, and Institutional Context, Prehistory to AD 1450.** By DAVID C. LINDBERG. Pp. xvi + 488, illus., index. The Chicago University Press: Chicago, London. Second Edition. 2008. \$25.00; £13.00. ISBN: 978-0-226-48205-7.

When the first edition of this book came out in 1992, it received much praise as a textbook on the history of ancient and medieval science. In this second, revised edition, the scholarship of the last twenty years has been integrated, with, among other things, more emphasis on the role of medieval alchemy.

**The Scientific Revolution and the Origins of Modern Science.** By JOHN HENRY. Pp. ix + 162, index. Palgrave Macmillan: London. Third Edition. 2008. £14.99. ISBN: 978-0-230-57438-0.

A third edition has been published of John Henry's excellent comprehensive introduction to the Scientific Revolution, which is used as a textbook at many universities.

**The Creation of Color in Eighteenth-Century Europe.** By SARAH LOWENGARD. Pp. vi + 391. Columbia University Press: New York. 2007 (electronic). \$49.50; £32.00. ISBN: 978-0-231-50369-3 (electronic).

Sarah Lowengard's *Creation of Color* is not only about the creation of colour, i.e. the production of pigments, glazes, and dyes. It is also a rather ambitious attempt to describe the general organisation of science and technology in eighteenth-century Europe. The study of colour-making, colour systems and the chemistry of coloration is also a way of approaching the general questions of the interactions between practice and theory, technology and philosophy, and manufacturing and scientific research.

**“Deshalb ist mir um meinen Ruhm nicht bange ...” Zum 100. Todestag des deutsch-russischen Chemikers Friedrich Konrad Beilstein (1838–1906).** By ELENA ROUSSANOVA. Pp. 120, illus., index. Books on Demand: Hamburg. 2006. €10.00. ISBN: 3-8334-6480-1.

This short biography, accompanying an exhibition held in Göttingen and Hamburg in 2006, sketches different episodes of the career of the famous organic chemist Beilstein, well known for his handbook, but personally almost forgotten. Born in St. Petersburg in 1838, Beilstein studied and worked in Germany (1853–1858, 1859–1866) and France (1858–1859). From 1866 to 1896, he was professor at the Polytechnic School of St. Petersburg. The book also lists all the exhibits and relevant literature on Beilstein.