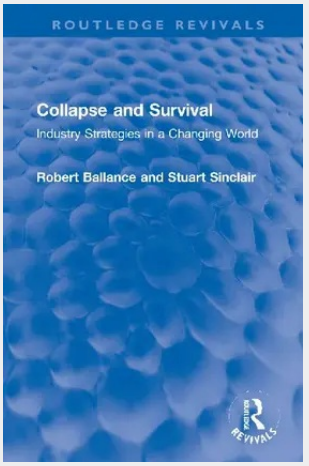
Ballance / Sinclair

Collapse and Survival

Industry Strategies in a Changing World



First published in 1983, Collapse and Survival was written as an examination of the position of industry worldwide at the time of publication. The book looks at the post-war growth of output and the policies adopted in advanced countries, socialist countries, and LDCs to bolster and shape this growth. It explores in detail the experience of firms across several of the industries at the forefront of the changes in world industry since 1945, including automobiles, steel, consumer electronics, advanced electronics, and oil refining. Particular attention is paid to the influence that the majority of countries, public agencies, lobbyists and other interests have in shaping the business environment in which firms operate. This analysis provides the basis for a description of the business strategies open to firms in each of these key industries. Collapse and Survival will appeal to those with an interest in the history of industrial and development economics, and international business and economics.

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