

**NEW from Cambridge University Press**



**\$46.95 PB 0-521-68415-3  
2006 228 x 152 mm c.316pp**

- *Develops a dynamic theory of competitive advantage based on a cross-national and cross-firm study*
- *Integrates business, economic, and technological history*
- *Applies evolutionary theory to industrial development*

## **Knowledge and Competitive Advantage: The Coevolution of Firms, Technology, and National Institutions**

Johann Peter Murmann (Australian Graduate School of Management)

A comparison of the development of the synthetic dye industry in Great Britain, Germany, and the US. The rise of this industry constitutes an important chapter in business, economic, and technological history because synthetic dyes - invented in 1857 - represent the first time that a scientific discovery quickly gave rise to a new industry. British firms led the industry for the next eight years, but German firms came to dominate the industry for decades before WWI, while American firms played only a minor role during the entire period. This study identifies differences in educational institutions and patent laws as the key reasons for German leadership in this industry. Successful firms had strong ties to the centers of organic chemistry knowledge. The book also argues that a complex coevolutionary process linking firms, technology and national institutions resulted in very different degrees of industrial success for dye firms in the three countries.

 **CAMBRIDGE**  
UNIVERSITY PRESS  
A U S T R A L I A

See overleaf for chapters  
PLUS a special  
**20% Discount Offer!**

## Chapters

1. Introduction; 2. Country-level performance differences and their institutional foundations; 3. Three times two case studies of individual firms; 4. The coevolution of national industries and institutions; 5. Toward an institutional theory of competitive advantage; Appendices; Bibliography.

## 20% Discount Order Form



**CAMBRIDGE**

### Please send me:

Title: *Knowledge and Competitive Advantage: The*

\_\_\_ x 0-521-68415-3 PB @ A\$ 46.95

Less 20% discount = \$ 37.56

Plus postage and handling \$9.90

\$9.90 within Australia for any number of books

Total Amount A\$

### Payment Method:

Please charge my CUP account

(pls include this form with any purchase order)

Cheque (payable to Cambridge University Press)

Bankcard  Mastercard  Visa  AMEX

Card No. \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Return to/contact

Academic Sales and Marketing

Cambridge University Press

Australian Branch

477 Williamstown Rd (Private Bag 31)

Port Melbourne Victoria 3207

Tel: 03 8671 1411 Fax: 03 9676 9955

Email: [aford@cambridge.edu.au](mailto:aford@cambridge.edu.au)

[www.cambridge.edu.au](http://www.cambridge.edu.au)

**Save 20%**

**Order via this form**

ABN: 28 508 204 178

Please add me to your mailing list to receive new title information on CUP Business & Management releases