

HOMO GESTOR: History of the French Managerial Edition (1486-1914)

This book presents the history of business management publishers and organizations in the French speaking field. The history of managerial history does not study enough the fundamental role of these managing publishers. This is what is done here, starting with the first book on the benefits of agriculture in the fifteenth century to go to the scientific literature on the eve of the First World War, including the French translation of Frederick Taylor. After a section devoted to the evolution of the market of management books (commerce and political economy according to the terms of the time), the book deals, in a second part, with the corpus itself, that is to say the list of 3,000 books published by these specialized publishers in 430 years. The printed texts are either brochures, journal articles, dictionaries and encyclopedias, books, or conference proceedings. This management book market, then very competitive, initially concerned accounting, agricultural management, weights and measures, or commercial education. Then he expanded to the management of factories, factories and large warehouses. The methods tested in the private sector then gradually invaded the public and Para public sector. Publishers have specialized on the private side with a liberal perspective (Bailleul, Renard, Guillaumin, Alcan), others have chosen the more technical part of accounting (Pigier, Chaix), while others have privileged public management (Berger-Levrault). This book lists 943 publishers in all categories. The ideological tendencies are well represented: Liberals, Conservatives, Catholics, Socialists, Radicals, and Communists. All forms of business are studied in this specialized corpus: SMEs, cooperatives, commercial and industrial companies, corporate groups, and large companies already multinational before the letter. This book will interest historians of economics and business management, and may serve as a reference book for publishing students. The booksellers of old books will also be able to use it to estimate the rarity and the value of their stocks of works for sale, and the rare book experts will use it to follow the course of certain titles in the sales of libraries of economists or politicians who collected this type of work.

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