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978-0-521-88811-0 - British Business in the Formative Years of European Integration, 1945-1973

Neil Rollings

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## British Business in the Formative Years of European Integration, 1945-1973

This book questions conventional accounts of the history of European integration and British business. Integration accounts conventionally focus on the nation-state, while Neil Rollings focuses on business and its role in the development of European integration, which business historians have overlooked to this point. Business provided a key link between economic integration, political integration, and the process of Europeanization. British businessmen perceived early on that European integration meant much more than the removal of tariffs and access to new markets. Indeed, British entry into the European community would alter the whole landscape of the European working environment. Consideration of European integration was revealed as a complex, relative, and dynamic issue, covering many issues such as competition policy, taxation, and company law. Based on extensive archival research, this book uses the case of business to emphasize the need to blend national histories with the history of European integration.

Neil Rollings (b. 1961) is currently Head of Department and Senior Lecturer in the Department of Economic and Social History at the University of Glasgow. Rollings previously held posts at the University of Leeds and the University of Bristol. In 2000-2001 he was Associate Professor in the Institute of Economic Research at Hitotsubashi University, Tokyo. Rollings is currently joint chair of the University of Glasgow Business School Strategic Advisory Board and on the Council of the Economic History Society. He is the immediate past treasurer of the Association of Business Historians. Rollings is the joint author of *Economic Planning 1943-51* (1992) and *Economic Policy under the Conservatives 1951-64* (2004) and joint editor of *Labour Governments and Private Industry* (1992).

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NEIL ROLLINGS

*University of Glasgow*



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*To Sue, Emma, and Beth*

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## Series Editors' Preface

The story of business history within European integration has just begun to be written amidst a shift in the literature identifying the importance of business and economic interests rather than political ones in the process. There has been until now no reliable historical study of the policies of British business towards European integration. Given the importance of British business in the global economy and the new European system, we welcome this addition to the literature and to our series, Cambridge Studies in the Emergence of Global Enterprise.

Here you will find an account based on rich research in the extensive British government records held in that country's National Archives and the records of the key peak association, the FBI. Professor Rollings uses these and other archives to develop the first serious account of how, exactly, British business adapted to the challenges of integration. The book presents much information that is new and integrates the archival evidence with the relevant secondary literature in English and several other languages in history, political science, management, and economics. The coverage is indeed comprehensive. This is an authoritative economic and business history that helps us understand the twists and turns of political economy in an era when a new European system was emerging.

Geoffrey Jones  
Harvard Business School

Louis Galambos  
The Johns Hopkins University

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Finally, I must thank Sue and my two daughters, Emma and Beth, for their enormous patience, support, and encouragement. As this project was nearing completion, one of my daughters asked if it would take as long to read this book as it has taken to write. I hope not!

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## Abbreviations

ABCC	Association of British Chambers of Commerce
AFBEE	Association for Franco-British Economic Expansion
BDI	Bundersverband der Deutschen Industrie
BEC	British Employers' Confederation
BISF	British Iron and Steel Federation
BPBMA	British Paper and Board Makers' Association
CAP	Common Agricultural Policy
CBI	Confederation of British Industry
CCI	Consultative Committee for Industry
CDEIF	Council of Directors of European Industrial Federations
CEIF/CIFE	Council of European Industrial Federations
CIA	Commonwealth Industries Association
CIFEFTA	Council of the Industrial Federations of the Outer Seven
CNPF	Conseil National du Patronat Français
CPA	Conservative Party Archives
DTI	Department of Trade and Industry
EC	European Community
ECE	Export Council for Europe
ECOSOC	UN's Economic and Social Committee
ECSC	European Coal and Steel Community
EEC	European Economic Community
EFTA	European Free Trade Association
EIU	Economist Intelligence Unit
ELEC	European League for Economic Co-operation
ERP	European Recovery Program
EU	European Union
FBI	Federation of British Industries
FCO	Foreign and Commonwealth Office
FDI	Foreign Direct Investment
FTA	Free Trade Area
GATT	General Agreement on Trade and Tariffs
GLA	Guildhall Library Archive
GUABRC	Glasgow University Archives Business Records Centre
HMG	His/Her Majesty's Government

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*Abbreviations*

ICC	International Chamber of Commerce
ICI	Imperial Chemical Industries
ISB	Iron and Steel Board
MRC	Modern Record Centre, University of Warwick
NABM	National Association of British Manufacturers
NCB	National Coal Board
NEDC	National Economic Development Council
NEDO	National Economic Development Office
NFU	National Farmers' Union
NUM	National Union of Manufacturers
OEEC	Organisation for European Economic Co-operation
OTP	Overseas Trade Policy
PEP	Political and Economic Planning
SE	Societas Europaea
SMMT	Society of Motor Manufacturers and Traders
TNA	The National Archives, London
TUC	Trade Unions Congress
UN	United Nations
UNICE	Union des Industries de la Communauté Européenne