

Regulating 'the firm' and sociocultural practices in industrial geography II

Henry Wai-chung Yeung

Department of Geography, National University of Singapore, 1 Arts Link, Singapore 117570

I Introduction: bringing the social and the cultural into industrial geography?

In my first progress report (Yeung, 2000a) I concluded that a more pluralistic industrial geography in recent years has gone beyond conventional economic issues by incorporating some 'new' economic knowledges and by providing good glimpses of alternative worlds of industrial change. This incorporation relates to the introduction of social and cultural understandings of conventional economic issues to enable a better appreciation of 'the economy' as we know it. Some observers may argue, however, that this kind of industrial geography has diverted our attention away from the concerns of mainstream economics and regional science, and that this trend is in itself dangerous because industrial geography has become less concerned with 'industrial' issues. Reflecting certain general theoretical developments in economics, the 'firm' has been a contested analytical category in industrial geography. Much neoclassical industrial geography takes the firm as a self-contained and homogeneous 'black box' capable of producing economic outcomes in space. This conception of the firm is clearly evident in the 'geography of enterprise' approach that was preoccupied with the locational and behavioural patterns of the firm in space. This approach viewed the firm as an unproblematic category. The emergence of a radical approach in the 1970s and 1980s led to a major theoretical and empirical reorientation of research in industrial geography. This radical literature subsumed the firm under dominant capitalist class relations such that capital's logic explains the spatial behaviour of the firm. Put in their historical contexts, these different perspectives on the firm have served the purposes of industrial geography well by analysing the spatial organization of the firm.

In this report, I aim to show that the idea of bringing the social and the cultural into

industrial geography and making it less narrowly focused on the 'economic' is not necessarily a bad thing (see also Thrift and Olds, 1996; Barnes, 1999; Harrington *et al.*, 1999; Amin and Thrift, 2000). Indeed, there are compelling reasons to do so in a post-disciplinary social science in which human geography has become an active contributor (see Massey, 1999). In particular, recent studies in industrial geography have demonstrated well that while the capitalist 'firm' is constantly responding to market forces and competitive pressures (alternatively known as 'economic' imperatives), its market-coping strategies and negotiation processes can be regulated through a variety of institutional and sociocultural practices at different spatial scales.

In the previous progress report, I reviewed several major institutional practices in relation to network formation and regional institutional development. In this report, I focus on the sociocultural practices that serve to regulate the firm and its production activities. As reviewed later, I have chosen to approach these issues through the firm because there is an intricate and, yet, dialectical relationship between the firm and wider social relations in the capitalist market. As a means of organizing social life, the firm is defined as a constellation of network relations governed by social actors. Instead of being a mechanistic production function or an abstract capitalist imperative, it is a contested site for material and discursive constructions at different organizational and spatial scales. The firm is therefore necessarily a site of power relations and power struggle among actors who may be capitalists, workers, technologists, managers, regulators, analysts, strategists and so on. The firm is a sociospatial construction embedded in broader discourses and practices (Yeung, 1998; 2000b).

In view of these interpretations of the firm, the starting point of this report is industrial restructuring since, in any open dynamic economic system, the firm hardly reaches a theoretical point of static equilibrium. Instead, it often reinvents itself through certain restructuring processes in order to survive intense competition and change. One major nexus of such restructuring processes is shifting organizational practices within the firm.¹ This emerging trend towards a broader interpretation of the firm, however, does not mean that industrial restructuring has waned as a major field of empirical studies in industrial geography. Some recent studies have continued to reinforce the importance of understanding how ongoing processes of industrial restructuring shape and transform industrial landscapes (e.g., Elmes and Harris, 1996; Pallares-Barbera, 1998; Pritchard, 1998; McGrath-Champ, 1999; Todes, 1999; Wrigley, 1999). Kipnis and Noam (1998) found that the massive in-migration of new high-tech firms with greater spatial reach for clients has contributed to the functional restructuring or 'gentrification' of a suburban industrial park in postindustrial Israel. Several important articles by ÓhUallacháin and Matthews (1996), ÓhUallacháin (1997) and ÓhUallacháin and Wasserman (1999) reported that competitive firms respond to intensified industrial restructuring in the Brazilian automobile component parts industry, the Arizona copper industry and the American semiconductor industry by continued exploitation of economies of scale, vertical integration and oligopolistic competition.

This report is organized into four sections. The next two sections unfold the rise of the 'cultural turn' in strategic management and specific sociocultural practices within the firm in relation to corporate culture, enterprise knowledge and organizational learning. The third section examines how these sociocultural practices may be applied to the understanding of the emergence of cultural industries and cultural economies. The concluding section revisits the dialectical relationship between the economic and

the sociocultural in analysing firms, industries, markets and economies in industrial geography.

II The 'cultural turn' in strategic management

At the level of the firm, social-cultural practices are best conceptualized as being embodied in corporate culture, knowledge and learning that define what the firm is doing and can be capable of doing. In her recent progress report, Wills (1999: 444) argued that 'the encounter with poststructuralism and cultural studies has been a productive one for economic geography', but it has been less so for political economy (see also Barnes, 1995). Why is there a relative decline in the dominance of political economy in human geography by the late 1990s? One of the main reasons suggested is the tendency for 'the bigger political questions and matters of policy prognosis to be sidelined in the important empirical detail concerning issues such as identity, everyday life and consumption' (Wills, 1999: 444). Such a tendency towards the 'sociocultural turn' may be the strength of recent work on the firm and the economy in human geography. These geographical studies have focused on the role of culture, knowledge and learning in the social regulation of firms and economies that are no longer conceived as abstract economic institutions *per se*, but rather as embodiments of social-spatial logics and actor-specific discursive practices (Yeung, 1998; 2000b; cf. Barnett, 1998).

To begin, the importance of sociocultural practices in regulating firms and economies is associated with the rise of so-called 'soft capitalism' or 'virtual capitalism' (Thrift, 1998; 1999; 2000). As the global economy becomes increasingly complex and uncertain, firms are no longer able to understand and grapple with its dynamic changes and transformations. Thrift (2000: 674) declared that 'firms now live in a permanent stage of emergency, always bordering on the edge of chaos'. Managers in these capitalist firms are increasingly unable to predict risks and returns on the basis of rational economic calculations. The importance of formal economics in business is becoming less certain and convincing.

Thrift (1999: 58) further noted that while economics is still mobilized 'as discursive elements of states, justifying action in producing arenas that the state enacts as "economic" . . . capitalist firms play to different drums'. Instead, these firms rely on an emerging new form of reflexive business knowledge encapsulated in the idea of ongoing practice and performance. Management theories are getting more practical, and management expectations are similarly driven by performance. Firms are therefore less regulated by abstract economic rationalities, but certainly more so by sociocultural reflexivity and conventions in their day-to-day running. In short, firms have got 'business' to do and capitalist business is becoming 'performative'. As Amin (2000: 9) argued, firms increasingly know and act on the basis of the performance of enactment that refers to constructing images of reality, rather than 'in here' rationality or conscious anticipation of 'out there' signals.

III Culture, knowledge and learning in the firm

This 'cultural turn' in management has important implications for geographers' understanding of firm activities and their social regulation. Recent theoretical and empirical work in economic geography certainly testifies to the versatility and vibrancy of geographers in taking on the challenge of understanding the reflexive nature of contemporary business and capitalism. A series of empirical studies has investigated the importance of corporate culture and conventions in regulating firm behaviour and activities. These studies have evidently shown that capitalist firms are not monolithic organizations driven purely by profit-maximization motives. Rather, they are internally heterogeneous and contested by different interest groups and corporate actors with varying degrees of power and access to knowledge and resources. This social regulation of the firm is further evident in empirical research on the enduring influence of corporate culture and sticky conventions on: 1) strategy formulation (Shackleton, 1998; Schoenberger, 1997; 1998; 1999; Berndt, 2000); 2) pension fund investment decisions (Clark, 1997; 1998a; 1998b) and risk management (Bennett, 2000; Green, 2000); 3) human resource management (McDowell, 1997); and 4) organizational change and learning (Storper, 1997; Storper and Salais, 1997; Berndt, 1998; Christopherson, 1999; Feldman, 1999; Boekema *et al.*, 2000; Gertler, 1999; 2000; Leyshon and Pollard, 2000).

A significant number of geographical studies have also examined the social and discursive constructions of firms and their geographical specificity. Some critical economic geographers have been concerned with 'decentring' or deconstructing the firm (O'Neill and Gibson-Graham, 1999; see also Pritchard, 1999; Berndt, 2000) and the economy (Gibson-Graham, 1996; Lee, 2000; cf. Walters, 1999). Gibson-Graham (1996: 15-16) argued that

a capitalist site (a firm, industry or economy) or a capitalist practice (exploitation of wage labour, distribution of surplus value) cannot appear as the concrete embodiment of an abstract capitalist essence. It has no invariant 'inside' but is constituted by its continually changing and contradictory 'outsides'.

Through an analysis of business discourses and 'executive talk', these studies have shown that the capitalist firm is an inherently unstable representation in an ambivalent world of uncertainty and permanent emergency. The firm lacks a coherent and invariant 'inside'. Rather, its internal stability must be constantly constructed through certain discursive practices (e.g., specifying and consolidating rules and norms).

Recent work by Schoenberger (1997; 1998) and others (e.g., O'Neill and Gibson-Graham, 1999; Pritchard, 1999; Thrift, 1998; 1999) has shown that the behaviour of corporate firms and actors is by no means governed by a singular logic of profit maximization. Rather, these actors are subject to multiple discourses dominated by power relations and changing identities influenced by the gender, ethnicity and culture of these actors. This refiguring of the 'economic' has important implications for discursive practices and politics. O'Neill and Gibson-Graham (1999: 11), for example, viewed the disruptive representation of the firm as 'opening up political options for action in place and over space that are relatively invisible in the vicinity of a stable, coherent and self-reproducing firm'. Other recent geographical studies have focused on the social constructions of places through which firms and investors develop certain expectations and biases. Hudson (1998), for example, showed how transnational banks and regulatory authorities have socially constructed certain offshore financial centres as

competitive places for offshore finance. Yet, they rely heavily on the reputation and trust embedded in these places to constitute a sociospatial moment of fixity within the flux of capitalist development. A similar version of geographical imaginations can be found in the social constructions of hotel resort complexes as 'hot properties' for entrepreneurial investments (O'Neill and Whatmore, 2000) and 'emerging markets' as an important destination for private equity investments (Sidaway and Pryke, 2000).

The sociospatial organization of firms' knowledge has interested geographers who are concerned with the emergence of communities of practice and knowledge within these firms. Parallel to Wenger's (1998) longitudinal study of insurance claim processors, these geographers have demonstrated the growth, learning and diffusion of actor or firm-specific knowledge through networks of social actors sharing information and expertise (Amin, 2000). Researching into the British motor-sport industry, Pinch and Henry (1999: 668; see also Henry and Pinch, 2000) have observed how scientific and technical innovations become the products of intensive social interactions and discursive practices among groups of people who are concerned with 'not just selling individual racing cars . . . [but also] selling a spectacle to sponsors, television viewers, and spectators'. In fact, motor racing is socially constructed to create a form of entertainment. Technological innovations in the industry are intensely contested and shared among actors to enhance the excitement of a close race without which 'there will be little spectacle and, in the longer run, little industry' (Pinch and Henry, 1999: 668). Another variant of this approach to understanding the dynamics of knowledge and practices examines the role of actor network enrolment in knowledge diffusion at different spatial scales (Coe, 2000b; Leyshon and Pollard, 2000). For example, Olds and Yeung (1999) and Yeung (2000c) show that globalization tendencies work through global actor networks to bring about management knowledge and dynamic changes to place-specific Asian business systems.

IV The firm in culture industries and cultural economies

The interdependent relationships between communities of practice and broader market relations are observed in cultural industries and cultural economies. The interest of geographers in these industries and economies has been revitalized in the past few years (Pratt, 1997; Scott, 1997; Leyshon *et al.*, 1998; Kong, 2000a; see earlier studies in Scott, 1984a; 1984b; Christopherson and Storper, 1986; Storper and Christopherson, 1987). Scott (1999a: 1981) speculated that 'cultural-products industries appear to represent one of the new leading edges of capitalist development as we enter the 21st century . . . [and] the cultural economy is likely to become a major investigative priority for geographers and other social scientists in the decade to come'. One important characteristic of such industries and economies is that they tend to be based on dense networks of producers combined with a dependence on complex local labour markets (Scott, 1996; 1998; 1999b). Coe's (2000a; 2000b) recent study of the film industry in Vancouver, however, has uncovered an important extra-local dimension, via the significant influence of American producers, to local labour markets in specific cultural industries. He concluded that 'we cannot divorce dynamics within the Vancouver film sector, or indeed the wider Canadian film industry, from the structural constraints imposed by relationships with the US entertainment industry' (Coe, 2000: 405).

Moreover, collectivity and complementarity are particularly visible in the territorial organization of these production complexes. These geographical foundations are therefore vital for understanding processes of creativity and innovation because place-based communities 'are not just foci of cultural labor in the narrow sense, but are also vortexes of social reproduction in which critical cultural competencies are generated and circulated' (Scott, 1999b: 809). Norms and conventions are particularly influential in the so-called 'cultural communities' that are the 'repositories of an accumulated cultural capital that is one (though only one) of the defining factors of the creative field' (Scott, 1999b: 809).

Scott (1999a; 2000) provided some empirical evidence from the USA and France to support his argument that agglomeration economies based on these cultural communities explain the competitive capacity of leading centres of cultural industries. Kong (2000b) also explained how the hegemonic state in Singapore has recently rushed into developing cultural industries as an integral part of its economic development strategies. It is interesting to note that cultural industries cover a broad range of creative activities (e.g., fashion design and advertizing) that have very similar organizational and sociospatial characteristics as the film industry (see Crewe and Beaverstock, 1998; Crewe and Gregson, 1998; Crewe, 2000; Grabher, 2000).

V Conclusion: how sociocultural should industrial geography be?

I have specifically chosen cultural industries/economies to end this progress report because they tread on a fine line between the cultural and the economic that epitomizes recent research in industrial geography. In examining the complex organization and behaviour of firms, industries, regions and so on, industrial geographers are becoming increasingly susceptible to influences from outside mainstream economics and regional science. This is certainly not a bad thing at all. Having said that, the wealth of theoretical and empirical studies reviewed in this report shows that an excessive emphasis on the social and the cultural in industrial geography can be equally problematic. While the cultural perspective may provide a better understanding of political economy (Barnes, 1995; cf. Sayer, 1995), I wonder whether we must align ourselves entirely with cultural studies (and 'culturalizing' the economic) in order to avoid lying down with 'the lion [mainstream economics]' (Amin and Thrift, 2000: 8). Is the cultural perspective enough on its own to revive industrial geography to its former glory as an imaginative, relevant and socially useful subject? These are, of course, deep epistemological issues that cannot be resolved in this report (see Sayer, 1997).

I want to conclude by cautioning against swinging the pendulum too much from one dominated by neoclassical economics and political economy to another permeated by cultural studies and poststructuralist analysis. We must not throw the baby (the economic) out with the bathwater (neoclassical economics and structural political economy). Surely, as Sayer (1997: 17) noted, the economy and economic imperatives are always socially and culturally inflected (and, adding to that, spatially differentiated). It is dangerous and invalid, however, to conflate their mutual constitution and embeddedness with the substitutability of their ontological status such that one (e.g., economy) can be studied from another (e.g., culture). This means that we have to recognize the dialectical relationships among economy, society and culture, and this

recognition must be evident in our research and writing.

This leads to my final point about the role of rigour and evidence in industrial geography research (cf. Markusen, 1999; Martin, 1999; 2001). Some of the empirical studies reviewed earlier, to use Markusen's (1999) terms, not only adopt fuzzy concepts that end up oversocializing the economic, but also provide very scanty evidence based often on microscopic and idiosyncratic research methodologies. Martin (1999: 389) described this as 'theoretical and empirical laziness'. Although I have argued elsewhere that practising 'new economic geographies' requires us to go beyond orthodox research methodologies (Yeung, 2000d), there is no reason, however, why we should not exercise greater rigour and clarity in our research, conceptualization and writing. While some playful writings may make the subject of industrial geography appear to be imaginative and stylish (or even obscure?), they may not provide policy relevance or, in some cases, at least some conceptual clarity and/or rigorous evidence to convince policy-makers. I am not arguing that all studies in industrial geography must be relevant for policy-making; some clearly are not and do not seek to be so. A more pluralistic industrial geography, none the less, should not necessitate a less rigorous and an irrelevant subdiscipline. Instead, it should fire the imaginations of students and researchers and bring sociocultural life back into our conceptually clear and methodologically rigorous analysis of firms, industries and economies as fundamentally sociospatial entities, not just another fancy set of equations in the calculus of econometric models.

Acknowledgements

This progress report benefits significantly from constructive comments by Neil Coe, Philip Kelly and Kris Olds. The usual disclaimer applies.

Note

1. While acknowledging the financial market as another major nexus, I will not review it here because Leyshon (1995; 1997; 1998) has offered an excellent evaluation of the literature in economic geography.

References

- Amin, A.** 2000: Organizational learning through communities of practice. Paper presented at the workshop on '“The firm” in economic geography', University of Portsmouth, 9–11 March (copy available from the author, Department of Geography, University of Durham, Durham DH1 3LE, UK).
- Amin A.** and **Thrift, N.** 2000: What kind of economic theory for what kind of economic geography? *Antipode* 32, 4–9.
- Barnes, T.J.** 1995: Political economy I: 'the culture, stupid'. *Progress in Human Geography* 19, 423–31.
- 1999: Industrial geography, institutional economics and Innis. In Barnes, T.J. and Gertler, M.S., editors, *The new industrial geography: regions, regulation and institutions*, London: Routledge, 1–22.
- Barnett, C.** 1998: The cultural turn: fashion or progress in human geography? *Antipode* 30, 379–94.
- Bennett, P.** 2000: Mutuality at a distance? Risk and regulation in marine insurance clubs.

- Environment and Planning A* 32, 147–63.
- Berndt, C.** 1998: Ruhr firms between dynamic change and structural persistence – globalization, the 'German model' and regional place-dependence. *Transactions, Institute of British Geographers* 23, 331–52.
- 2000: The ambivalence of business strategies: governance dilemmas, institutionalisation and space. Unpublished manuscript (copy from the author, Lehrstuhl für Kulturgeographie, Kath. Universität Eichstätt, Germany. christian.berndt@ku-eichstaett.de).
- Boekema, F., Morgan, K., Bakkers, S.** and **Rutten, R.**, editors, 2000: *Knowledge, innovation and economic growth: the theory and practice of learning regions*. Cheltenham: Edward Elgar.
- Christopherson, S.** 1999: Rules as resources: how market governance regimes influence firm networks. In Barnes, T.J. and Gertler, M.S., editors, *The new industrial geography: regions, regulation and institutions*, London: Routledge, 155–75.
- Christopherson, S.** and **Storper, M.** 1986: The city as studio; the world as back lot: the impact of vertical disintegration on the location of the motion picture industry. *Environment and Planning D: Society and Space* 4, 305–20.
- Clark, G.L.** 1997: Rogues and regulation in global finance: Maxwell, Leeson and the City of London. *Regional Studies* 31, 221–36.
- 1998a: Why convention dominates pension fund trustee investment decisionmaking. *Environment and Planning A* 30, 997–1015.
- 1998b: The anatomy of corruption: the practice of pension fund trustee decisionmaking. *Environment and Planning A* 30, 1235–53.
- Coe, N.M.** 2000a: American capital and the local labour market in the Vancouver film industry. *International Journal of Urban and Regional Research* 24, 79–94.
- 2000b: The view from out west: embeddedness, inter-personal relations and the development of an indigenous film industry in Vancouver. *Geoforum* 31, 391–407.
- Crewe, L.** 2000: Geographies of retailing and consumption. *Progress in Human Geography* 24, 275–90.
- Crewe, L.** and **Beaverstock, J.V.** 1998: Fashioning the city: cultures of consumption in contemporary urban spaces. *Geoforum* 29, 287–308.
- Crewe, L.** and **Gregson, N.** 1998: Tales of the unexpected: exploring car boot sales as marginal spaces of contemporary consumption. *Transactions, Institute of British Geographers* 23, 39–53.
- Elmes, G.A.** and **Harris, T.M.** 1996: Industrial restructuring and the United States coal-energy system, 1972–1990: regulatory change, technological fixes, and corporate control. *Annals of the Association of American Geographers* 86, 507–29.
- Feldman, J.M.** 1999: Civilian diversification, learning, and institutional change: growth through knowledge and power. *Environment and Planning A* 31, 1805–24.
- Gertler, M.S.** 1999: The production of industrial processes: regions, nation states and the foundations of regulation. In Barnes, T.J. and Gertler, M.S., editors, *The new industrial geography: regions, regulation and institutions*. London: Routledge, 225–37.
- 2000: Convergence, scale, and learning: industrial practices of German firms in North America. Paper presented at the annual meeting of the Association of American Geographers, Pittsburgh, 5–9 April (copy available from the author, Department of Geography, University of Toronto, Toronto, Canada).
- Gibson-Graham, J.K.** 1996: *The end of capitalism (as we knew it): a feminist critique of political economy*. Oxford: Blackwell.
- Grabher, G.** 2000: The organisation of creativity – heterarchies in the advertising industry. Paper presented at the workshop on '“The firm” in economic geography', University of Portsmouth, 9–11 March.
- Green, S.** 2000: Negotiating with the future: the culture of modern risk in global financial markets. *Environment and Planning D: Society and Space* 18, 77–89.
- Harrington, J.W., Barnes, T.J., Glasmeier, A.K., Hanink, D.M.** and **Rigby, D.L.** 1999: Economic geography: reconceiving 'the economic' and 'the region'. Manuscript submission for *Geography in America* (2nd edn), Washington, DC: Association of American Geographers. (available at http://vm.uconn.edu/~wwwgeog/Econ_reg.pdf).
- Henry, N.** and **Pinch, S.** 2000: Spatialising knowledge: placing the knowledge community of Motor Sport Valley. *Geoforum* 31, 191–208.
- Hudson, A.C.** 1998: Placing trust, trusting place: on the social construction of offshore financial centres. *Political Geography* 17, 915–37.
- Kipnis, B.A.** and **Noam, T.** 1998: Restructuring of a metropolitan suburban industrial park: case study in metropolitan Tel Aviv, Israel. *Geografiska Annaler* 80B, 215–27.

- Kong, L.**, editor, 2000a: Special issue on cultural economies. *Geoforum* 31(4).
- 2000b: Cultural policy in Singapore: negotiating economic and sociocultural agendas. *Geoforum* 31, 409–24.
- Lee, R.** 2000: Shelter from the storm? Geographies of regard in the worlds of horticultural consumption and production. *Geoforum* 31, 137–57.
- Leyshon, A.** 1995: Geographies of money and finance I. *Progress in Human Geography* 19, 531–43.
- 1997: Geographies of money and finance II. *Progress in Human Geography* 21, 381–92.
- 1998: Geographies of money and finance III. *Progress in Human Geography* 22, 433–46.
- Leyshon, A., Matless, D. and Revill, G.** editors, 1998: *The place of music*. New York: Guilford Press.
- Leyshon, A. and Pollard, J.** 2000: Geographies of industrial convergence: the case of retail banking. *Transactions, Institute of British Geographers* 25, 203–20.
- Markusen, A.** 1999: Fuzzy concepts, scanty evidence, policy distance: the case for rigor and policy relevance in critical regional studies. *Regional Studies* 33, 869–84.
- Martin, R.** 1999: The 'new economic geography': challenge or irrelevance? *Transactions, Institute of British Geographers* 24, 387–91.
- 2001: Geography and public policy: the case of the missing agenda. *Progress in Human Geography* 25, 189–209.
- Massey, D.** 1999: Space-time, 'science' and the relationship between physical geography and human geography. *Transactions, Institute of British Geographers* 24, 261–76.
- McDowell, L.** 1997: *Capital culture: gender at work in the city*. Oxford: Blackwell.
- McGrath-Champ, S.** 1999: Strategy and industrial restructuring. *Progress in Human Geography* 23, 236–52.
- ÓhUallacháin, B.** 1997: Restructuring the American semiconductor industry: vertical integration of design houses and wafer fabricators. *Annals of the Association of American Geographers* 87, 217–37.
- ÓhUallacháin, B. and Matthews, R.A.** 1996: Restructuring of primary industries: Technology, labor, and corporate strategy and control in the Arizona copper industry. *Economic Geography* 72, 196–215.
- ÓhUallacháin, B. and Wasserman, D.** 1999: Vertical integration in a lean supply chain: Brazilian automobile component parts. *Economic Geography* 75, 21–42.
- Olds, K. and Yeung, H.W.C.** 1999: (Re)shaping 'Chinese' business networks in a globalising era. *Environment and Planning D: Society and Space* 17, 535–55.
- O'Neill, P.M. and Gibson-Graham, J.K.** 1999: Enterprise discourse and executive talk: stories that destabilize the company. *Transactions, Institute of British Geographers* 24, 11–22.
- O'Neill, P.M. and Whatmore, S.** 2000: The business of place: networks of property, partnership and produce. *Geoforum* 31, 121–36.
- Pallares-Barbera, M.** 1998: Changing production systems: the automobile industry in Spain. *Economic Geography* 74, 344–59.
- Pinch, S. and Henry, N.** 1999: Discursive aspects of technological innovation: the case of the British motor-sport industry. *Environment and Planning A* 31, 665–82.
- Pratt, A.C.**, editor, 1997: Special issue on cultural industries. *Environment and Planning A* 29, 1919–97.
- Pritchard, W.N.** 1998: The emerging contours of the third food regime: evidence from Australian dairy and wheat sectors. *Economic Geography* 74, 64–74.
- 1999: Local and global in cyberspace: the geographical narratives of US food companies on the Internet. *Area* 31, 9–17.
- Sayer, A.** 1995: *Radical political economy: a critique*. Oxford: Blackwell.
- 1997: The dialectic of culture and economy. In Lee, R. and Wills, J., editors, *Geographies of economies*. London: Arnold, 16–26.
- Schoenberger, E.** 1997: *The cultural crisis of the firm*. Oxford: Blackwell.
- 1998: Discourse and practice in human geography. *Progress in Human Geography* 22, 1–14.
- 1999: The firm in the region and the region in the firm. In Barnes, T.J. and Gertler, M.S., editors, *The new industrial geography: regions, regulation and institutions*, London: Routledge, 205–24.
- Scott, A.J.** 1984a: Industrial organization and the logic of intra-metropolitan location. III. A case study of the women's dress industry in the Greater Los Angeles region. *Economic Geography* 60, 3–27.
- 1984b: Territorial reproduction and transformation in a local labor market: the animated film workers of Los Angeles. *Environment and Planning D: Society and Space* 2, 277–307.
- 1996: The craft, fashion, and cultural-

- products industries of Los Angeles: competitive dynamics and policy dilemmas in a multisectoral image-producing complex. *Annals of the Association of American Geographers* 86, 306–23.
- 1997: The cultural economy of cities. *International Journal of Urban and Regional Research* 21, 323–39.
- 1998: Multimedia and digital visual effects: an emerging local labor market. *Monthly Labor Review* 121, 30–38.
- 1999a: The US recorded music industry: on the relations between organization, location, and creativity in the cultural economy. *Environment and Planning A* 31, 1965–984.
- 1999b: The cultural economy: geography and the creative field. *Media, Culture and Society* 21, 807–17.
- 2000: French cinema: economy, policy and place in the making of a cultural-product industry. *Theory, Culture and Society* 17, 1–37.
- Shackleton, R.** 1998: Exploring corporate culture and strategy: Sainsbury at home and abroad during the early to mid 1990s. *Environment and Planning A* 30, 921–40.
- Sidaway, J.D. and Pryke, M.** 2000: The strange geographies of 'emerging markets'. *Transactions, Institute of British Geographers* 25, 187–201.
- Storper, M.** 1997: *The regional world: territorial development in a global economy*. New York: Guilford Press.
- Storper, M. and Christopherson, S.** 1987: Flexible specialization and regional industrial agglomerations. *Annals of the Association of American Geographers* 77, 104–17.
- Storper, M. and Salais, R.** 1997: *Worlds of Production: The Action Frameworks of the Economy*. Cambridge, MA: Harvard University Press.
- Thrift, N.** 1998: The rise of soft capitalism. In Herod, A., Tuathail, G.Ó., and Roberts, S.M., editors, *An unruly world: globalization, governance and geography*, London: Routledge, 25–71.
- 1999: The globalisation of the system of business knowledge. In Olds, K., Dicken, P., Kelly, P.F., Kong, L. and Yeung, H.W.C., editors, *Globalisation and the Asia Pacific: contested territories*. London: Routledge, 57–71.
- 2000: Performing cultures in the new economy. *Annals of the Association of American Geographers* 90, 674–92.
- Thrift, N. and Olds, K.** 1996: Refiguring the economic in economic geography. *Progress in Human Geography* 20, 311–37.
- Todes, A.** 1999: Industrial restructuring in South Africa: the case of Newcastle. *Tijdschrift voor Economische en Sociale Geografie* 90, 379–90.
- Walters, W.** 1999: Decentering the economy. *Economy and Society* 28, 312–23.
- Wenger, E.** 1998: *Communities of practice: learning, meaning, and identity*. Cambridge: Cambridge University Press.
- Wills, J.** 1999: Political economy I: global crisis, learning and labour. *Progress in Human Geography* 23, 443–51.
- Wrigley, N.** 1999: Market rules and spatial outcomes: insights from the corporate restructuring of US food retailing. *Geographical Analysis* 31, 288–309.
- Yeung, H.W.C.** 1998: The social-spatial constitution of business organisations: a geographical perspective. *Organization* 5, 101–28.
- 2000a: Organising 'the firm' in industrial geography I: networks, institutions and regional development. *Progress in Human Geography* 24, 301–15.
- 2000b: Reconceptualizing the 'firm' in new economic geographies: an organisational perspective. Paper presented at the 96th annual meeting of the Association of American Geographers, Pittsburgh, Pennsylvania, 4–8 April (available at http://courses.nus.edu.sg/course/geoywc/pu_main.html).
- 2000c: The dynamics of Asian business systems in a globalising era. *Review of International Political Economy* 7, 399–433.
- 2000d: Practising new economic geographies? Some methodological considerations. paper presented at RGS-IBG annual conference, Brighton, University of Sussex, 4–7 January (available at http://courses.nus.edu.sg/course/geoywc/pu_main.html).