

Strategic and Organizational Change

From production to retailing in UK
brewing 1950-1990

Alistair Mutch



Routledge Studies in Business Organizations and Networks

Strategic And Organizational Change From Production To Retailing In Uk Brewing 1950 199

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Strategic And Organizational Change From Production To Retailing In Uk Brewing 1950 199:

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Mapping European Corporations Andrea Colli, Abe De Jong, Martin Jes Iversen, 2013-09-13 This book addresses the evolution of the strategies structures ownership patterns and performances of large European corporations since the early 1960s The authors study large and small countries in order to understand how the process of economic integration has affected the patterns of growth and the structural characteristics of the largest firms Drawing both on extensive databases and on case studies the contributions in this volume address the peculiar specificities of large firms in different national contexts adopting a longitudinal long term perspective This volume delivers the first results of an international collective research effort undertaken by several national teams The Mapping Corporate Europe project aims to provide a detailed account of the structural traits of the European Corporation in a framework which includes i a chronological analysis over 50 years starting with the Rome treaty in 1957 ii geographical extension beyond previous analyses for France Germany and the UK by including smaller countries iii firms from other industries in addition to manufacturing companies and iv attention to internationalisation of European firms These analyses form the basis of a rich description of the developments of large European corporations over the past five decades using both qualitative and quantitative approaches This book was originally published as a special issue of Business History

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Allied Breweries and the Development of the Area Manager in British Brewing, 1950-1984 Alistair Mutch, 2010 Brewing in the United Kingdom in the years following 1950 saw a shift from a production to a retailing orientation As part of this shift the role of the area manager started to move from production and sales discipline to retail development This article explores the job of the area manager during the period seeking to demonstrate the weakness in recent accounts that suggest that area managers serve only as an information relay between senior managers and unit managers Although the evidence is limited because of problems with the survival of records it suggests a more complex picture which has implications for area managers in retail and service industries more generally

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