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EDUCATION

Ph.D. Brown University, May 1987
M.A. Brown University, May 1986
B.A. Johns Hopkins University, May 1980
Dartmouth College, summer 1978
Wheaton College, 1976-78

PUBLICATIONS—BOOKS

Trust and Power: Consumers, the Modern Corporation, and the Making of the United States Automobile Market (New York: Cambridge University Press, 2007). An electronic version is available through the American Council of Learned Societies' Humanities E-Book Project. http://hdl.handle.net/2027/heb.90041

Regulation and the Revolution in United States Farm Productivity (New York: Cambridge University Press, 1994). (Paperback edition, 2002)

PUBLICATION—CO-EDITED BOOK

Sally H. Clarke, Naomi R. Lamoreaux, and Steven W. Usselman, eds., *The Challenge of Remaining Innovative: Insights from Twentieth-Century American Business* (Stanford, CA: Stanford University Press, 2009).

PUBLICATIONS—ARTICLES

"Unmanageable Risks: *MacPherson v. Buick* and the Emergence of a Mass Consumer Market," *Law & History Review* 23 (January 2005): 1-52. "Appendix: Automobile dealer agreements and sales manager contracts, 1900-1914," available at www.historycooperative.org/lhr/23.1/clarke_appendix.html.

"Closing the Deal: GM's Marketing Dilemma and Its Franchised Dealers, 1921-41," *Business History* 45 (January 2003): 60-79; reprinted in Roy Church and Andrew Godley, eds., *The Emergence of Modern Marketing* (London: Frank Cass, 2003), 60-79.

"Agricultural Price Supports," *Dictionary of American History*, ed. Stanley I. Kutler (New York: Charles Scribner's Sons, 2003), vol. 1, pp. 60-61.

"Managing Design: the Art and Colour Section at General Motors, 1927-1941," *Journal of Design History* 12 No. 1 (1999): 65-79.

"Negotiating between the Firm and the Consumer: Bell Labs and the Development of the Modern Telephone," *The Modern Worlds of Business and Industry: Cultures, Technology, Labor*, edited by Karen R. Merrill, Davis Center, Princeton (Turnhout, Belgium: Brepols, 1998), pp. 161-82.

"Consumer Negotiations," *Business and Economic History* 26 (Fall 1997): 101-22.

"Agriculture since 1860," *Reader's Guide to American History* (London: Fitzroy Dearborn, Pub., 1997), pp. 25-26.

"Consumers, Information, and Marketing Efficiency at GM, 1921-1940," *Business and Economic History*, 2nd ser., 25 (Fall 1996): 186-95.

"'Innovation' in U.S. Agriculture: a Role for New Deal Regulation," *Business and Economic History*, 2nd ser., 21 (1992): 46-55.

"New Deal Regulation and the Revolution in American Farm Productivity: A Case Study of the Diffusion of the Tractor in the Corn Belt, 1920-1940," *Journal of Economic History*, 51 (March 1991): 101-123.

Dissertation summary in Erik Aerts and Herman Van Der Wee, eds., *Recent Doctoral Research in Economic History: Proceedings of the Tenth International Economic History Congress* (Leuven, Belgium: Leuven University Press, 1990), pp. 107-114.

EMPLOYMENT

2007-, Professor of History, University of Texas at Austin.
1995-2007, Associate Professor of History, University of Texas at Austin.
1988-95, Assistant Professor of History, University of Texas at Austin.
1987-88, Assistant Professor of History, University of Texas at Arlington.
1986-87, Andrew W. Mellon Instructor, Rice University.
1980-81, Securities Analyst, Mercantile Bank, Baltimore.

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