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with Schein's interviews. DEC does indeed leave a legacy. Its technological legacy, innovations that we now take for granted, is well documented in the book. But DEC's organizational legacy is more problematic. The book argues that DEC was a crucible for the development of transformational leaders exported across the computing world, many of whom are identified. Were the organizations they joined transformed by their involvement? Probably not. Transformational leadership, divorced from respect for market forces and effective organization design, failed to transform DEC. Significant organizational transformation is far too great a challenge to be effected by individuals moving transiently through organizations.

Historical reflection suggests that DEC's legacy was, and remains, profound. DEC was founded in 1957 when mechanistic understandings of organization were firmly entrenched in the business world. The teamwork and collaborative values we now take for granted were foreign to our industrial culture. It would be another 20 years before industry gingerly approached such mild ideas as quality circles. DEC was the largest, and longest lived, work-organization innovation in the world. It succeeded magnificently and thereby legitimized an understanding of collaborative team-based organizing that permeates the developed world. DEC failed as a business. Recent decades are littered with the debris of failed businesses whose legacies are embittered employees and disappointed investors. DEC lives on in the fond memories of its employees. DEC succeeded because of the brilliance of its people and a culture that cultivated and supported that brilliance. Its legacy is knowledge-economy organizations that seek to emulate that success. DEC failed because of its disregard for market forces and its unwillingness to structure itself to meet market opportunities, but it lives on in the language that permeates organizational discourse and as a reminder of the complexity and fragility of innovative economic organizing.

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The Sociology of the Economy.

Frank Dobbin, ed. New York: Russell Sage Foundation, 2004.
343 pp. \$49.95.

As a testament to the continuing resurgence of economic sociology, *The Sociology of the Economy* captures a set of

perspectives on the sociological origins and organization of markets. This book argues that the study of economic behavior is more than the concepts of incentives and efficiency traditionally pursued by economists, whose paradigm often limits their ability to capture and value the relationship between actors, their "collective perceptions of the world" (frames), the institutions within which they reside, and their market interactions. In doing so, it further clarifies the case for economic sociology's emphasis on the social context in which economic action is embedded. In this compilation, the emphasis is brought forth with rich historical and comparative analyses as well as insights on the normative, cognitive, legal, and social structural underpinnings of markets.

The Sociology of the Economy features chapters from an exemplary set of scholars (in the order of their contributing chapter): Frank Dobbin, Charles Perrow, Bai Gao, Richard Swedberg, Mark S. Mizruchi and Gerald F. Davis, William D. Schneider and Mauro Guillén, Karin Knorr Cetina and Urs Bruegger, Paul D. McLean and John F. Padgett, Heather A. Haveman and Lisa Keister, W. Richard Scott, Deborah S. Davis, and Keiran Healy. In the introductory chapter, Dobbin observes four interrelated research agendas that nicely frame the remaining papers. This works well not only in framing the chapters but in capturing the context of much of economic sociology's renaissance.

Dobbin's first observation is that economic sociology considers the ways in which markets are powerfully influenced by political institutions. The structure of political institutions helps determine which actors dictate the rules of economic behavior. For example, in the U.S., political institutions have favored capitalists and large corporations in their attempts to shape the legal framework of the economy (Perrow's chapter). In contrast, the state has had a much larger role in the structure of Japan's industries (Gao's chapter).

Second, economic models that shape behavior often diffuse within and across countries according to the perceived legitimacy of the model. Not only are models differentially perceived by nations, but actors determine a model's legitimacy by following and interacting with peers. Similar to this second research agenda is a third observation: economic sociology focuses on the emergence, spread, and evolution of economic models as a function of the structure of network relationships in which actors are embedded. Actors respond to others who are similarly positioned in social structure.

In his last observation, Dobbin notes that many economic sociologists emphasize the belief systems and schemas that give rise to economic behavior and institutions. For example, Scott notes in his chapter that having as a priority the efficient delivery of health care and consumer choice produces a different market (e.g., an HMO-oriented system) than the belief that equity of access to health care is most important (e.g., Great Society programs such as Medicare and Medicaid). Moreover, the selection and content of new economic customs are shaped by previous economic customs, making market transitions path dependent.

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The remaining chapters each bring a deep understanding of their context to highlight a facet of economic sociology. At the same time, to judge this book on the strength of any individual chapter would be missing the primary reason to read it. The main attractiveness of the book is that its sum is greater than its parts. Not only does Dobbin draw links between the contributions as the book's editor to create this synergy, but many of the contributors actively frame their work in the context of the other chapters. The result is an intriguing dialogue.

Another strength of this book is the fact that it uses analyses that are historically and internationally comparative. Dobbin suggests that the insights of comparative work enrich the contributions, and I'm inclined to agree. In fact, one of the few additions that would have improved this book is a more direct attempt to broadly outline some future steps in the continued evolution of economic sociology.

This book should spark conversation around multiple levels, methods of analyses, and work that is rooted in differing approaches (e.g., interactionism, organizational ecology, historical analysis, social network models). Many of the chapters themselves are calls for reshaping research agendas. For example, Swedberg asks us to consider more seriously the relationship between legal institutions (property, contracts, inheritance, and "corporations as legal personalities") and economic behavior. Knorr Cetina and Bruegger call for greater attention to microsociological literatures (e.g., Goffman) and how they inform our understanding of market interactions. McLean and Padgett call for understanding economic networks and social networks as being on equal footing, rather than forcing a causal order between the two.

The Sociology of the Economy joins together scholars who are more diverse in their approaches than in their conclusions. I would recommend the individual chapters to economic sociologists and organization and management theory scholars but would suggest that reading multiple chapters will lead to a more fulfilling feast. I also found the book strong as a reading for graduate students. In fact, I have recommended this book to some of the students at my home institution, especially those who are interested in the variance of economic behavior across nations and time.

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Markets from Culture: Institutional Logics and Organizational Decisions in Higher Educational Publishing.

Patricia H. Thornton. Stanford, CA: Stanford University Press, 2004. 188 pp. \$45.00.

I liked *Markets from Culture*, Thornton's new book, for theoretical, empirical, and practical reasons. First, she presents a