



Strategic and Organizational Change: From Production to Retailing in UK Brewing 1950-1990 (Routledge Studies in Business Organizations and Networks)

Alistair Mutch

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The brewing industry, through its network of public houses, has a profound impact on the lives of much of the population of United Kingdom. Exploring the shaping of this industry in the years from 1950-1990, this book shows how it has moved from being largely concerned with the technical issues of production to being a key part of the retail industries.

Drawing from theoretical traditions such as critical realism and new institutionalism, *Strategic and Organizational Change* demonstrates the considerable differences between major companies in the industry and the ways in which they have adopted a retailing approach. At the heart of the book is an exploration of the relationship between managerial choice and the structural constraints and opportunities in which that choice was exercised.

Providing a new model of how history can inform the analysis of organizational strategy, the book draws on extensive archival material and adopts a far more historical approach than previous accounts of the area. Above all, Alistair Mutch presents a fascinating story of change in an industry which is taken for granted, but whose actions affect, for good or ill, the lives of millions.

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