



## PUBLIC SEMINAR

Wednesday, 1 February, 2012

12.30pm light lunch, 7th floor lounge area

Please RSVP to [nzwalmi@aut.ac.nz](mailto:nzwalmi@aut.ac.nz) for catering purposes

1pm seminar in room WF710

AUT Business School, 42 Wakefield Street, Auckland City

Speaker: **Professor Geoffrey Jones**  
**Harvard Business School**



Geoffrey Jones is the Isidor Straus Professor of Business History, and Faculty Chair of the School's Business History Initiative. He holds degrees of BA, MA and PhD from Cambridge University, UK, and an honorary Doctorate in Economics and Business Administration from Copenhagen Business School.

Professor Jones researches the history of global business. He has written extensively on the evolution of international entrepreneurship and multinational corporations, specialising in consumer products including beauty and fashion, as well as services such as banking and trading.

### **Entrepreneurship in the Natural Food and Beauty Industries before the 1990s: Global Visions and Local Expressions**

This lecture takes a historical and global look at the origins of the natural food and beauty categories. Today, the worldwide organic food and drinks market is worth at least \$60 billion, and the organic beauty market represents at least a further \$7 billion. The lecture explores how these now substantial categories were created and grown by people who worked for decades as marginal figures in their industries and societies, alternatively dismissed as irrelevant, eccentric, and dangerous. The term entrepreneur is interpreted broadly to include not only growing crops and making products, but also institution building and educational activities. While globalization is frequently seen as at odds with local traditions and cultures, this lecture explores the symmetry between the global and the local. The pioneering figures in natural food and beauty during the twentieth century typically operated on a small and very local scale, yet they were often highly globalized in their world views, and heavily influenced by global flows of ideas and information.

Presented in association with the Sustainability Research Cluster and  
Professor Kate Kearins