



Industrial History

The Prologue Group is a consultancy specializing in corporate history. We bring all the training and expertise needed to help companies tell their stories with vibrancy, accuracy, and analytical insight. Since 1986 companies have called on The Prologue Group for a wide variety of projects--in many industries, across the country, with a range of formats, and to reach a variety of audiences.

More and more companies are learning to leverage the present value of their corporate pasts. They see history as both an asset and a process, and integrate their on-going history programs into every facet of company operations: marketing, training, employee and public relations, records management, business development, and strategic planning.

Many begin by building a corporate archives. They collect photographs, documents, publications and memorabilia, and initiate oral history interviews to preserve the corporate memory. With these key assets in place, they can respond to any variety of ongoing business needs with specific historical projects--exhibits, management case studies, advertising copy, executive speeches, training materials, analytical reports on historical trends in markets and technology, and corporate history books.

Hundreds of corporate histories have appeared over the years. Without careful preparation, few will teach a company anything significant about itself, are remembered very long, or have the polish and credibility to reach a wide readership. Fewer still meet the high standards of professional historians for accuracy and interpretation.

Companies with an abiding interest in their past frequently turn to professional historians like The Prologue Group. We match analytical expertise with strong communication skills and an understanding of the daily demands of business life. We can help firms of any size construct a high-impact corporate history program.

Best Business History Sites

Prologue People

Sample Projects



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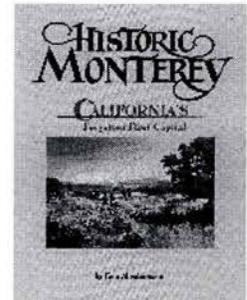
"As business executives increasingly find value in improving their historical perspective, they are turning to professional business historians who know what to look for, who to ask and how to present the best lessons learned. "History allows us to reinterpret the past in a way that's relevant today-it helps us learn from the mistakes and successes of the past," says Glenn Bugos, principal historian at The Prologue Group, a Redwood City, Calif.-based firm that specializes in helping companies create historical narratives." *CIO Magazine* (1 January 1999)

Prologue People

The Prologue Group works with leading researchers, writers, archivists, oral historians, designers, and publishers around the United States. We are led by two recognized leaders in the burgeoning field of corporate history:

Eric J. Abrahamson

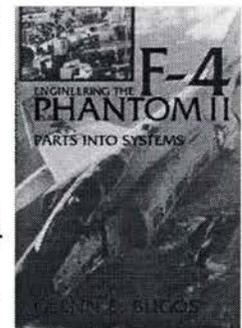
Eric Abrahamson has presided over The Prologue Group since 1986, and has published many books and articles on the West and business history. He has organized exhibits, compiled CD-ROMs, authored major policy reports, and won awards for his fiction. He worked as editor with the Bay Area Council and the California Historical Society, as a writer -in -the -schools, and as a policy analyst with HUD. He holds a B.S. in history from Cal Berkeley, a Masters in creative writing from San Francisco State University, and is completing his Ph.D. in American economic history at the Johns Hopkins University.



Learning to Compete: a History of Pacific Telesis Group, 1994
A Builder in the West: a History of Swinerton & Walberg Co., 1990
Historic Monterey (California Department of Parks and Recreation) 1989
The University of San Francisco School of Law: A History, 1987

Glenn E. Bugos

Glenn Bugos joined The Prologue Group in 1993 as Principal Historian. He earned his Ph.D. in the history of science, technology and business from the University of Pennsylvania and a B.S. from the Georgetown University School of Foreign Service. He has held research and teaching positions at the Wissenschaftszentrum Berlin, the University of California at Berkeley, the California Institute of Technology, and the National Air and Space Museum. He has won numerous research awards, including from the National Science Foundation, the Smithsonian Institution, and the Deutsches Museum. Author of *Engineering the F-4 Phantom II: Parts Into Systems* (Naval Institute Press, 1996), he has published widely in the history of technology and business in leading academic journals, as well as popular pieces on corporate history.





AirTouch Communications California State Automobile Association Countrywide Home Loans, Inc. Dreyer's Grand Ice Cream, Inc. Electronic Arts, Inc. Henry Venture Funds Limited Levi Strauss & Co. Nalco Chemical Company Sullivan, Roche & Johnson Swinerton & Walberg Co. S&W Fine Foods Pacific Telesis Group **Museums** Golden State Museum Heartland Heritage Center J. Paul Getty Trust Oakland Museum **Government & Universities** Bay Area Council California State Department of Parks & Recreation Fuqua School of Business Kellogg Graduate School of Management National Aeronautics and Space Administration Pew Commission on the Health Professions University of San Francisco School of Law

Sample Projects

J. Paul Getty Trust

To document the development of the Getty Center's multiple institutions, we have been hired to conduct a series of oral histories with past and present members of the board of trustees and top program and administrative officers. The project also includes consulting on archival issues, research, and the development of a short narrative history of the J. Paul Getty Trust.

California State Automobile Association (CSAA)

To celebrate the CSAA's centennial, we are researching and writing history full-length history of the CSAA. Emphasis is on how has persistently reflected its member-driven focus, and will discuss its growth as an organization, its leadership in the insurance industry, and the changes in its advocacy role. This project also takes advantage of an archives-building effort at the CSAA.

NASA-Ames Research Center

Hired to produce a 300-page, fully illustrated scholarly history of this NASA research center in Sunnyvale, California. The text will cover path-breaking work in aeronautics, space, biology, computing and material science. The project included organizing the NASA-Ames archives and encoding them for the Online Archive of California. Research includes oral histories with key administrators, scientists and engineers.

Heartland Heritage Center

Under development in Perry, Iowa, this national center for immigration and small towns will include a museum, study center and archive. Working with Santa Monica-based museum designers IQ Magic, we are developing the national context, helping the local curatorial team with research, and consulting on oral histories. The museum is expected to open in the year 2000.

Countrywide Home Loans, Inc.

Collaborated with IQ Magic to develop a concept plan for Countrywide Home Loans' *Museum of the American Dream* in southern California. Countrywide is the nation's largest mortgage banker. Project entailed researching the history of homeownership in America, mortgage banking and Countrywide. We identified key themes for the museum and supported the early processing of documents and artifacts.

Dreyer's Grand Ice Cream, Inc.

At the mid-point of their five-year strategic plan to become America's premier ice cream company, Dreyer's hired us to research the Oakland-based company's history and provide archival documentation. We conducted a number of oral histories with key individuals, including the president and CEO. We also completed a case study of the company's achievements.

Henry Venture Fund Cases

Albert J. Henry leads a La Jolla-based venture finance firm with extensive holdings in high-tech firms

specializing in biomedical devices. Henry commissioned us to research and write a series of case studies for presentation to a new MBA course on entrepreneurship at the J.L. Kellogg School of Management at Northwestern University.

Golden State Museum

Working with museum designer IQ Magic, we provided research and developed content themes for a major new museum opened by the California State Archives in Sacramento in 1998. Work entailed extensive research in the State Archives and collaboration with Archives staff.

S&W Fine Foods

In preparation for their celebration of their centennial, S&W Fine Foods (San Ramon) hired us to research the company's history, organize its archives, and find materials that were no longer in the company's possession. We collaborated with public relations firm Torme & Kenney on development of collateral for the celebration and wrote a book-length history.



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