

# BENJAMIN C. WATERHOUSE

Department of History  
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University of North Carolina  
Chapel Hill, NC 27599-3195  
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## ACADEMIC APPOINTMENT

University of North Carolina, Chapel Hill  
Associate Professor of History, 2015–present  
Assistant Professor of History, 2009 to 2015

## EDUCATION

PhD, Department of History, Harvard University, Cambridge, MA, 2009  
AM, Department of History, Harvard University, Cambridge, MA, 2005  
AB, *cum laude*, Department of History, Princeton University, Princeton, NJ, 2000  
Diploma, Bedford High School, Bedford, MA, 1996

## SOLE-AUTHORED BOOKS

*On Our Own: Working for Yourself in America's DIY Economy* (under contract with W.W. Norton)  
*The Land of Enterprise: A Business History of the United States* (Simon & Schuster, 2017), 280 pp.  
*Lobbying America: The Politics of Business from Nixon to NAFTA* (Princeton University Press, 2014), 344 pp.

## EDITED BOOK

*The Cultural History of Business in the Modern World* (under contract with Bloomsbury Press)

## REFEREED ARTICLES AND BOOK CHAPTERS

“The Business Roundtable and the Politics of U.S. Manufacturing Decline in the Global 1970s,” *Business History* 63:2 (2021).  
“Lobbying and Business Associations,” *Oxford Research Encyclopedia of American History*, Oxford University Press (February 2019, <http://dx.doi.org/10.1093/acrefore/9780199329175.013.624>).  
“Mobilizing for the Market: Organized Business, Wage-Price Controls, and the Politics of Inflation, 1971–1974,” *The Journal of American History* (2013) 100 (2): 454–478.

“The Corporate Mobilization Against Liberal Reform: Big Business Day, 1980,” in Kim Phillips-Fein and Julian Zelizer, eds., *What’s Good for Business: Business and American Politics Since World War II* (Oxford University Press, 2012), 233–248.

#### NON-REFEREED ACADEMIC ARTICLES

“The Small Business Myth,” *Aeon.com*, November 2017.

“Wright Patman is Dead: Small Business Conservatives and the Politics of Capitalism in the 1980s.” American Capitalism Seminar, Johns Hopkins University, Baltimore, MD, March 2016. [Published at <http://krieger.jhu.edu/iae/americancapitalism/Waterhouse.pdf> as Working Paper AC/No.5/May 2016.]

“O Futuro da Historia do Capitalismo,” [“The Future of the History of Capitalism”], *Direito e Desenvolvimento: Revista do Curso de Direito*, Centro Universitário de João Pessoa, UNIPÊ, João Pessoa, Paraíba, Brazil, (2011) 2(3): 183–194.

#### POPULAR MEDIA PUBLICATIONS AND BOOK REVIEWS

“How Trump Has Turned the Presidency Into an Arm of His Own Business,” review of Dan Alexander, *White House, Inc.: How Donald Trump Turned the Presidency Into a Business*, *Washington Post*, October 18, 2020.

“Trump’s GOP: A Post-Policy Party,” review of Steve Benen, *The Impostors: How Republicans Quit Governing and Seized American Politics*, *Washington Post*, June 26, 2020.

“One Upside of the Pandemic? Americans Are Listening to Experts Again” (with Lee Vinsel), *Washington Post*, Made by History, April 6, 2020.

“Blaming All of America’s Problems on the Civil Rights Movement,” review of Christopher Caldwell, *The Age of Entitlement: America Since the Sixties*, *Washington Post*, March 5, 2020.

“A History of America’s Fight Against Monopolies,” review of Matt Stoller, *Goliath: The 100 Year War Between Monopoly Power and Democracy*, *Washington Post*, December 6, 2019.

“A Call to Save Democracy by Battling Monopolies,” review of Timothy Wu, *The Curse of Bigness: Antitrust in the New Gilded Age*, *Washington Post*, December 28, 2018.

“A Love Letter to an Extinct Creature: The Liberal Republican,” review of David Levering Lewis, *The Improbably Wendell Willkie: The Businessman who Saved the Republican Party and His Country, and Conceived a New World Order*, *Washington Post*, November 21, 2018.

“President Trump’s Feud with Charles Koch Shows the Conservative Coalition is Cracking Up,” *Washington Post*, Made by History, August 3, 2018.

“How Big Business Elites Have Funded and Won Political Rights for Corporations,” Review of Adam Winkler’s *We the Corporations: How American Businesses Won Their Civil Rights*, *Washington Post*, February 23, 2018.

“Why Donald Trump Wants to Hike Taxes on Hedge-Fund Billionaires.” Op-Ed, *Reuters*, September 10, 2015.

“Business Leaders Will Have More Influence on Politics When They Shelve the ‘Populists are Nazis’ Meme.” Op-Ed, *History News Network*, March 31, 2014.

### ACADEMIC BOOK REVIEWS

Mark Rose and Roger Biles, eds., *The President and American Capitalism since 1945*, in *Business History Review*, 93:2 (Summer 2019).

Devin Fergus, *Land of the Fee: Hidden Costs and the Decline of the American Middle Class*, in *Journal of American History*, 106:1 (June 2019).

Daniel Amsterdam, *The Roaring Metropolis: Businessmen’s Campaign for a Civic Welfare State*, in *Journal of Interdisciplinary History* 47:3 (Winter 2017).

Meg Jacobs, *Panic at the Pump: The Energy Crisis and the Transformation of American Politics in the 1970s*, in *Business History Review* 90 (Winter 2016).

Brett Christophers, *The Great Leveler: Capitalism and Competition in the Court of Law* (2016), in *Enterprise and Society* (June 2016).

Robert E. Mutch, *Buying the Vote: A History of Campaign Finance Reform* (2014), in *American Historical Review* (June 2015).

Patrizia Battilani and Harm G. Schröter, *The Cooperative Business Movement, 1950 to the Present* (2012), in *Business History Review* (Spring 2014).

Judith Layzer, *Open for Business: Conservatives’ Opposition to Environmental Regulation* (2012), in *Political Science Quarterly* (December 2013).

Judith Stein, *Pivotal Decade: How the United States Traded Factories for Finance in the Seventies* (2010), in *Labor: Studies in Working-Class History of the Americas* (Summer 2011).

### FELLOWSHIPS, AWARDS, AND HONORS

Research Support Grant, Schlesinger Library, Radcliffe Institute for Advanced Study	2018
Research-Related Skills Course Development Grant, Office of Undergraduate Research (UNC)	2018
Online Course Development Grant, UNC Summer School	2017
Center for Faculty Excellence 100+ Large Course Redesign Grant (UNC)	2014
Institute for the Arts and Humanities Fellowship Program (UNC)	2014
University of North Carolina Junior Faculty Development Grant	2013
University of North Carolina History Department Research and Study Grant	2011
Harvard University Dissertation Completion Fellowship	2008

Newcomen Society of the United States Dissertation Award in Business and American Culture for Excellence in the Study of the History of American Free Enterprise	2007
Certificate of Distinction in Teaching, Harvard University	2006, 2007
Center for American Political Studies Research Fellowship, Harvard University	2007
Weatherhead Center for International Affairs Research Grant, Harvard University	2007
Harvard Business School, Alfred D. Chandler, Jr., Traveling Fellowship	2006
George H. W. Bush Presidential Library Foundation O'Donnell Grant	2006
Gerald R. Ford Scholar Award in Honor of Robert M. Teeter	2006
Charles Warren Center for Studies in American History Research Fellowship	2006
Hagley Museum and Library Research Grant	2006
Center for American Political Studies Research Seed Grant, Harvard University	2004, 2006

### CONFERENCE PAPERS AND INVITED PRESENTATIONS

- “Entrepreneurship Comes Home: American Women and the Home-based Business Movement of the 1980s.” Business History Conference, Cartagena, Colombia, March 2019.
- “Small Business Mythology and American Conservatism: The National Federation of Independent Business in the 1980s.” Policy History Conference, Nashville, TN, June 2016.
- “Outsourcing Influence: The Rise of For-Hire Corporate Lobbyists in the 1980s.” Business History Conference, Miami, FL, June 2015.
- “Lobbying: The Business of Politics and the Politics of Business in America.” Hagley Museum and Library, Wilmington, DE, November 2014.
- “Small Business and the Liberal Tradition in (Very Modern) America.” Policy History Conference, Columbus, OH, June 2014.
- “Of Wall Street and Main Street: The History of Capitalism and the American Political Tradition Since 1950.” Duke University, Durham, NC, November 2012.
- “The Producer versus the Consumer.” Triangle Legal History Seminar, Research Triangle Park, NC, March 2012.
- “Business’s Unfinished Assault on Regulation.” Rethinking Regulation Working Group, Kenan Institute for Ethics at Duke University, Durham, NC, February 2012.
- “Mobilizing a Lobby for Capital: The Rise of the Business Roundtable in the 1970s.” Power and the History of Capitalism Conference, New York, NY, April 2011.
- “Reviving the Voice of Business: Employers’ Associations in Economic Crisis, 1970–1975.” Business History Conference, St. Louis, MO, April 2011.
- “Corporations Confront the Public Interest Movement: Big Business Day, 1980.” Business and Politics Conference, Princeton University, Princeton, NJ, April 2010.
- “The Last Price Controls: Business, Labor, and the Politics of Inflation.” Organization of American Historians, Washington, DC, April 2010.

“Nixon’s Price Controls and the Politics of Inflation.” Policy History Conference, Columbus, OH, June 2010.

“Taxes, Budgets, and Lobbyists – Oh My: How Reaganomics Weakened American Business Unity.” Market Cultures Working Group, New York, NY, November 2009.

“Making Capitalism Fashionable: Corporate Leaders’ Mobilization Against ‘Big Business Day, 1980.’” Business History Conference and European Business History Association, Milan, Italy, June 2009.

“Big Business versus Big Government: The Business Roundtable and the Battle Against the Consumer Protection Agency.” American Historical Association, Atlanta, GA, January 2007.

“‘Through the Ordinary Operations of Private Enterprise’: The Prudential Insurance Company’s Corporate Renewal in Boston.” Charles Warren Center Workshop on the Culture and Politics of the Built Environment, Harvard University, Cambridge, MA, May 2005.

“The Creation of the Business Roundtable and Corporate Activism in the early 1970s.” Charles Warren Center Workshop on the Political Economy of North America, Harvard University, Cambridge, MA, May 2004.

#### COMMENTATOR, CHAIR, OR MODERATOR FOR PANELS AND PAPERS

Discussant and Chair. “The Trials of Small Business.” Business History Conference Annual Meeting, Charlotte, NC, March 2020.

Chair. “Adventures in Free Trade.” Business History Conference Annual Meeting, Charlotte, NC, March 2020.

Discussant. “Business Responses to Social Change in the 1960s–1970s.” Business History Conference Annual Meeting, Cartagena, Colombia, March 2019.

Discussant. “Roundtable Discussion of Laura Phillips Sawyer’s *American Free Trade: Proprietary Capitalism, Corporatism, and the ‘New’ Competition*, 1890-1940.” Policy History Conference, Tempe, AZ, May 2018.

Chair. “Roundtable Discussion of Edward Balleisen’s *Fraud: An American History from Barnum to Madoff*.” Policy History Conference, Tempe, AZ, May 2018.

Chair and Discussant. “Corporate Social Responsibility.” Business History Conference Annual Meeting, Denver, CO, April 2017.

Chair and Discussant. “Imagining the Economy—Small Business.” Histories of Capitalism 2.0, Cornell University, Ithaca, NY, September 2016.

Chair and Discussant. “Lots of Ways to Skin a Cat: Alternative Forms of Business.” Business History Conference Annual Meeting, Miami, FL, June 2015.

Chair and Discussant. “Corporations and the Environment.” Cornell University Histories of Capitalism Conference, Ithaca, NY, November 2014.

Chair and Discussant. "Business Lobbying and Public Relations." Business History Conference, Frankfurt, Germany, March 2014.

Discussant. "State-building." Hagley Conference on Business and Politics in 20<sup>th</sup> century America, Wilmington, DE, November 2013.

Commentator. "Farming fish and framing farms: Marine aquaculture as threat and opportunity in US oceans discourse," Luke W. Fairbanks, Rethinking Regulation Graduate Student Conference, Kenan Institute for Ethics, Duke University, Durham, NC, October 2013.

Roundtable Panelist. "Private Wealth in American Politics." Organization of American Historians, Milwaukee, WI, April 2012.

Roundtable Panelist. "Regulation: A Useful Category for Historical Analysis?" Business History Conference, Philadelphia, PA, March 2012.

Discussant. "Business and Taxes." Business History Conference, Philadelphia, PA, March 2012.

Panelist. "Teaching the History of Capitalism" Workshop, Harvard University Program on the Study of Capitalism, Cambridge, MA, November 2011.

Commentator. University of North Carolina and Kings College London Graduate Student Conference on Transatlantic History, Chapel Hill, NC, October 2011.

Commentator. "Civil Society, Citizens, and the State." Duke University History Graduate Student Conference on the "Lived Experience of the State," Durham, NC, March 2011.

Chair. "Rhetoric of Liberalism." Business History Conference, Athens, GA, March 2010.

## PUBLIC ENGAGEMENT

"The Populist Paradox: Small Business and American Politics in the 20<sup>th</sup> Century," John Locke Foundation, Raleigh, NC, April 30, 2018.

"Lobbying: The Politics of Business," Levin Jewish Community Center, Durham, NC, August 4, 2017.

"Watergate and Its Discontents: America's Crisis of Confidence in the 1970s," North Carolina Museum of History, Raleigh, NC, March 2014.

"Throwing a Tea Party in the 21<sup>st</sup> Century," University of North Carolina Honor's Program Food For Thought dinner seminar, Chapel Hill, NC, March 2013.

Guest Speaker, "Politics, Capitalism, and U.S. History in the Twentieth Century," Durham Public Schools Link Grant Seminar, October 2012.

Commentator, "44 Plays for 44 Presidents" Question & Answer, Carrboro Arts Center, Carrboro, NC, September 2012.

Presenter, “Writing Non-Fiction,” Morris Grove Elementary School, Chapel Hill, NC, September 2012.

Featured Expert, *Heist: Who Stole the American Dream* (documentary), 2011.

Guest Speaker, “The Future of the History of Capitalism,” UNC Program in the Humanities and Human Values Seminar: The Past and Future of American Capitalism, November 2010.

## PROFESSIONAL SERVICE

### Departmental Service at UNC Chapel Hill

Acting Chair (2019–2020)  
Associate Chair (2018–2019; 2020–2023)  
African History Search Committee (2014–2015)  
Prize Committee, History Department (2012–2015)  
Digital Humanities Post-Doctoral Fellowship Search Committee (2012–2013)  
U.S. Field Convener (2016 – 2018)  
Committee on Teaching (2016–2017)  
Graduate Studies Committee (2009–2012; 2017–2018)

### University Service at UNC Chapel Hill

Faculty Council, Arts & Sciences/Social Sciences  
Non-Tenured Faculty Representative (2012–2015)  
Faculty Assembly Delegate, alternate (2019–2021)

### Organizational Service to Business History Conference

Board of Trustees, 2019–2022  
Chair, Programming Committee, 2019–2020  
Kerr Prize Committee (2013–2014; 2016–2018)

### Proposal and Manuscript Review

*Enterprise and Society*  
*Western History Quarterly*  
*Studies in American Political Development*  
*Journal of American History*  
*Business History Review*  
*Routledge Books*  
*Political Science Quarterly*  
*University of Tennessee Press*  
*Law and History Review*  
*Harvard University Press*  
*Columbia University Press*

### Fellowship Review

*Kenan Institute for Ethics Graduate Fellowship*  
*Carolina Postdoctoral Fellowship for Faculty Diversity*

Conference/Workshop Organizing

Workshop on the Political Economy of Modern Capitalism, Harvard—Coordinator (2006–08)  
Conference on the History of Capitalism, Harvard—Co-organizer (2006)

TEACHING EXPERIENCE at UNC Chapel Hill

Courses Taught:

*HNRS 353*: The History of Small Business in America  
*History 89*: From Watergate to Reagan—America in the 1970s, First Year Seminar  
*History 129*: Modern America, 1980–2020  
*History 289*: America in the 1970s  
*History 364*: History of American Business  
*History 372*: Politics and Society Since the New Deal  
*History 395/398*: American Politics in the 20<sup>th</sup> Century, Undergraduate Seminar  
*History 489*: History of the 2008 Financial Crisis  
*History 580*: History of the United States since 1945  
*History 691/692H*: Honors Thesis Writing Course  
*History 716*: Graduate Colloquium on U.S. History since 1865  
*History 880*: The Global History of Capitalism, Graduate Seminar  
*History 890*: History of Capitalism and American Economic History, Graduate Seminar  
*History 900*: MA Research and Design Seminar  
*History 901*: MA Writing Seminar  
*History 905*: Dissertation Design  
*History 990*: American Political History, Graduate Research Seminar

Dissertation Supervisor

Joshua A. Tait, “Making Conservatism: Conservative Intellectuals and the American Political Tradition” (2020)  
Melanie Sheehan, “International Labor Federations and the Politics of Global Economic Transformation, 1944–1995” (in progress)

Dissertation Committee Member (completed)

Rosalie Genova, “Big Business, Democracy, and the American Way: Enron in Prose and Politics” (2010)  
Michael Smith, “‘Restoring Our Commercial Rights’: Silk, Nationalism, Commercial Policy, and the Direct Trade Movement in Meiji, Japan 1868–1890” (2012)  
Jennifer Donnally, “The Politics of Abortion and the Rise of the New Right, 1967–1989” (2013)  
Sarah Barksdale, “Stationed in the Borderlands: Black Soldiers and Double Consciousness, 1940–1954” (2014)  
Evan Faulkenbury, “The South in a Thousand Pieces: The Voter Education Project, 1962–1969” (2016)  
Scott Krause, “Building the Outpost of Freedom: RIAS and the Transformation of West Berlin’s Political Culture, 1945–1963” (2016)  
Jeanine Navarrete, “Race and Politics of Latino Immigration to Miami, 1965–1980” (2016)



- Rory McGovern, “George W. Goethals and the U.S. Army, 1876–1919” (2017)
- Anna Johns Hrom, “Between Fraud Heaven and Tort Hell: The Business, Politics, and Law of Lawsuits” (Duke University, 2018)
- Rachel Levandoski, “‘The Touchstone of Insanity’: Perceptions of the Psychological Trauma of War within the United States from 1861 to 1918” (2018)
- Samuel Finesurrey, “Imperial Fantasies: The Political Evolution of an American Colony in Revolutionary Cuba, 1952–1961” (2018)
- Joseph Stieb, “The Regime Change Consensus: Iraq in American Politics, 1990–2003” (2019)
- Maikel Fariñas Borrego, “The Gearwheels for an Alternative Model of Capitalism in Cuba: Entrepreneurship, Class Consciousness and Regional Civic Power, 1920–1958” (2019)
- Ashton Merck, “The Fox Guarding the Henhouse: Coregulation and Consumer Protection in Food Safety, 1946–2002” (Duke University, 2020)
- Robert Richard, “Panic and Power: North Carolina’s First Great Depression, 1819–1833” (2020)
- Jessica Auer, “In the Service of Knowledge: Race, Gender, and Class in a New South University Community, 1930–1980” (2020)

Dissertation Committee Member (in progress)

- Isabell Moore, “Pursuing Political Power from the Grassroots: How NC Activists Laid the Groundwork for Progressive Populism During the Long 1980s”
- Jennifer Standish, “The Illusion of Choice: The Southern Right-to-Work Movement, 1940–1970.”

Undergraduate Thesis Advising

- Kasha Seltzer (in progress), “Harrison Williams and ABSCAM: Misuse and Abuse of Power”
- Claude Wilson, (2020), “Echoes of a Mill Mother’s Lament: Legacies of Labor Activism in Gastonia, North Carolina”
- Richard Denton Ong (2019), “Emergency Wars,” **highest honors recipient**
- Katherine Crook (2015), “Duty to Defend: McNeill Smith and the Education of White Southern Liberalism”
- Meghan Herwig (2015), “The Balancing Act: Nixon, Taiwan, and the Tactics of Détente,” **highest honors recipient and winner of Frank Ryan Prize for best senior thesis**

Clay Macfarlane (2011), “A Private Corporation Serving A Public Purpose: The Development and Growth of Fannie Mae and the Secondary Mortgage Market,” **highest honors recipient and winner of Frank Ryan Prize for best senior thesis**