

Title	Contents
Sub Title	
Author	
Publisher	
Publication year	1977
Jtitle	Keio business review Vol.14, (1977.)
Abstract	
Notes	
Genre	
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=AA00260481-19770000-03920026

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the KeiO Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

KEIO BUSINESS REVIEW

SOCIETY OF BUSINESS AND COMMERCE, KEIO UNIVERSITY

CONTENTS

Articles

- 1 A THEORETICAL ANALYSIS ON ECONOMIC
GROWTH AND RESOURCE EXPLOITATION
——EXPANSION OF THE CLASSICAL-SCHOOL MODEL——
Takashi Shiraishi
- 19 CONSUMERISM AND INSURANCE BUSINESS IN JAPAN
Noriaki Niwata
- 45 LEVELS AND TRENDS OF SOCIAL SECURITY
Masuo Fujisawa
- 71 THE FORMATION OF AMERICAN MARKETING
AND ITS BASIC CHARACTER
Kazuyoshi Hotta
- 97 AN OBSERVATION ON THE FOUNDATION OF HITACHI
SEISAKUSHO
——PREHISTORY OF THE HITACHI TRUST——
Masaki Yoshida