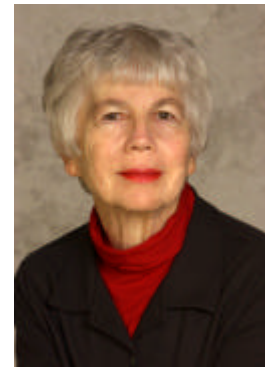


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Mira Wilkins is Professor of Economics, Florida International University. She is the author of *The Emergence of Multinational Enterprise: American Business Abroad from the Colonial Era to 1914* (1970), *The Maturing of Multinational Enterprise: American Business Abroad from 1914 to 1970* (1974), *The History of Foreign Investment in the United States to 1914* (1989), and the *The History of Foreign Investment in the United States, 1914-1945* (2004), all published by Harvard University Press.



Currently she is preparing the third volume of her history of foreign investment in the United States, which will carry the story to the present. Her latest book (William Hausman, Peter Hertner, and Mira Wilkins) is *Global Electrification: Multinational Enterprise and International Finance in the History of Light and Power, 1878-2007*, published in April 2008, by Cambridge University Press.

***European Multinational Enterprise, Finance, and American Prospects,
1950-1970***

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Abstract

There has been, in this author's view, inadequate discussion of the interaction between foreign direct investment (what multinational enterprises do) and foreign portfolio investment (the sphere of international finance). This paper is designed to explore that interaction (and the absence thereof) based on a consideration of European investments in the United States, 1950-1970. The paper draws on the author's research on foreign investment in the United States from 1945 to the present, which will result in the third volume of her history of foreign investment in the United States (the first, published by Harvard University Press in 1989, took the story to 1914; the second, published by Harvard University Press in 2004, carried the story to 1945). In this paper, the author argues that the motivations behind foreign direct and foreign portfolio investments were usually but far from always distinct. She insists on a time-based context and briefly compares this twenty year period of European investment in the United States with the twenty years prior to World War II and the twenty years from 1970 to 1990.