

FACULTY FINDER :

[GO](#)



VIEW FACULTY :

- By Name
- By Academic Unit
- By Interest



Walter A. Friedman

RESEARCH FELLOW
 CO-EDITOR, BUSINESS HISTORY REVIEW

UNIT	ENTREPRENEURIAL MANAGEMENT
CONTACT	(617) 495-1003 Send E-Mail
INTERESTS	business history, economics, entrepreneurship, marketing, sales force management, more >

- RELATED LINKS :**
- Christensen Center for Teaching and Learning
 - Faculty Recruiting
 - Global Research Centers
 - Asia-Pacific Research Center
 - Japan Research Center (English)
 - Europe Research Center
 - Latin America Research Center
 - India Research Center
 - Initiatives
 - Arthur Rock Center for Entrepreneurship
 - Business History
 - Christensen Center for Teaching and Learning
 - Global Initiative
 - Healthcare Initiative
 - Institute for Strategy and Competitiveness
 - Leadership Initiative
 - Social Enterprise Initiative
 - Research Associate Positions

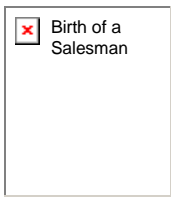
Overview	Biography	Publications & Course Materials	Current Research	Areas of Interest
--------------------------	---------------------------	---	----------------------------------	-----------------------------------

Walter A. Friedman (Ph. D., Columbia University) is a Research Fellow at Harvard Business School. He also serves as co-editor of *Business History Review*, an international quarterly. He specializes in business, labor, and economic history. His book, *Birth of a Salesman: The Transformation of Selling in America* (Harvard, 2004), traced the history of selling from the days of peddlers and traveling drummers to the development of modern, professional sales forces. He is currently writing a history of economic forecasting agencies in the United States. He was formerly a Newcomen Post-Doctoral Fellow in Business History and a Trustee of the Business History Conference.

[more](#)

FEATURED WORK

BIRTH OF A SALESMAN: THE TRANSFORMATION OF SELLING IN AMERICA
 WRITTEN BY WALTER FRIEDMAN, HARVARD UNIVERSITY PRESS



Walter Friedman chronicles the remarkable metamorphosis of the American salesman from itinerant amateur to trained expert.

From the mid-nineteenth century to the eve of World War II, the development of sales management transformed an economy populated by peddlers and canvassers to one driven by professional salesmen and executives.

ADDITIONAL INFORMATION

[Business History at HBS](#)

- RESOURCES :**
- Baker Library | Bloomberg Center
 - Business History Review
 - Harvard Business Publishing
 - Harvard Business Review
 - HBS Alumni Bulletin
 - HBS Working Knowledge