In this public lecture, Professor David Merrett intends to analyse changes in the demand for and supply of business history and dwell on the possible implications for the ANU’s Noel Butlin Archive Centre. This promises to be a topical lecture, as demand for information about business is high. However, demand tends to focus on up to the minute information rather than the historical context and development of companies.

David will point out that many of Australia’s biggest firms have changed the ways in which they operate in recent decades. For example, they broadened their geographic scope, have become engaged in R&D, and embraced new technologies and marketing techniques. Such accomplishments make them of prime interest to business school academics. But – arguably – such achievements need to be understood in the context of time. David intends to explain how business academics could combine their technical skills with an interest in business history to analyse such changes in Australian companies.

David Merrett is an Associate of the ANU Centre for Economic History and an emeritus professor and professorial fellow in the Faculty of Business and Economics at the University of Melbourne. Following many years of teaching economic history, David retired in 2014 to spend more time doing research. He has published widely in twentieth century Australian economic and business history and is a past editor of the *Australian Economic History Review*.

The lecture is jointly sponsored by the ANU Archives, the Centre for Economic History, and the Friends of the Noel Butlin Archives Centre.