

while, rapid model changes, facilitated by the collaboration between product and process engineers, ensure that new products are manufacturable and by providing for economies of scope, keep prices down and variety up.

This combination of changes in production is often thought to result from the information technology revolution. Once again, however, this is not the case. Toyota and others in Japan developed this model during the 1950s and 1960 in response to specific conditions in the Japanese environment at that time. Subsequently the information technology revolution complemented and strengthened the economic advantages accruing to those who were able to successfully adapt this model of production to their own needs.

Thus far I have argued that the information technology revolution is not responsible for changes in production within the firm and in the global organization of production underway in the 1960s, although it did subsequently reinforce them. I also, however, suggested that the information technology revolution has brought about some qualitative changes in production and in the relationship of firms to states on a global scale. To understand this impact of the information technology revolution, we need to look briefly at what this revolution is really all about.

The information technology revolution, is not dated to the 19th century inventions of the telegraph or the telephone which made real-time communication possible, nor to the first, building-sized computers that were built out of vacuum tubes in the 1950s. Instead, we generally trace the electronics revolution to the invention of the integrated circuit in 1959. Even then, it would be hard to say that the information technology revolution had been launched by the 1960s though room-sized computers filled with integrated circuits were already common-place in North America, new miniaturized