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Spirit of entrepreneurship: O. L. Longoria and the twentieth century Mexican experience

Link, Betsy Leland, Ph.D.

University of California, Los Angeles, 1989

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Los Angeles

**SPIRIT OF ENTREPRENEURSHIP: O.L. LONGORIA AND
THE TWENTIETH CENTURY MEXICAN EXPERIENCE**

**A dissertation submitted in partial satisfaction of the requirements for
the degree Doctor of Philosophy
in History
by**


Betsy Leland Link

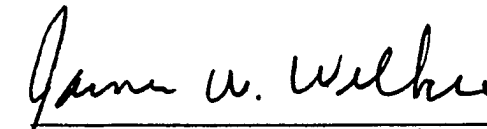
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The dissertation of Betsy Leland Link is approved.


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1989

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VITA

March 19, 1940	Born, San Francisco, California
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ABSTRACT OF THE DISSERTATION

Spirit of Entrepreneurship: O.L. Longoria and the Twentieth Century
Mexican Experience
by

Betsy Leland Link
Doctor of Philosophy in History
University of California. Los Angeles. 1989
Professor James W. Wilkie, Chair

The history of O.L. Longoria, (1905-1986), a significant Mexican entrepreneur, banker and industrialist, highlights the complexities involved in conducting business successfully in Mexico during the better part of the twentieth century. Born on the border between the United States and Mexico in the town of Nuevo Laredo, Longoria parleyed a small industrial operation into one of the major industrial banking complexes of Mexico which, at its zenith employed and financed two million people.

Longoria's life gives insight into the role of a Mexican entrepreneur who operated between 1930 and 1970. This work is an in-depth study of the intricacies involved in twentieth century Mexican entrepreneurship, its rise,

its prosperity, and its decline. It is also a study of traditional, yet complex, Hispanic family relationships which were destroyed by contemporary economic and political reality.

In post-Revolutionary Mexico, entrepreneurs such as Longoria, enjoyed enthusiastic support of successive Mexican governments. With the advent of the statist oriented administrations of Luís Echeverría and José López Portillo in the 1970's, it became difficult, if not impossible for the early entrepreneurs, such as Longoria, to thrive. The two statist presidents had created climate hostile to big business. Against the background of an initially hostile government, Longoria also began to have serious disagreements with his younger brothers who were also involved in his industries. A series of economic downturns, a new administration that would not fulfill promises made to Longoria by the previous administration, and brothers who maintained conservative economic philosophies, in part, caused the disintegration of Longoria's industries.

This study relates the saga of Longoria's life and explores in depth the reasons for the collapse of his industries.