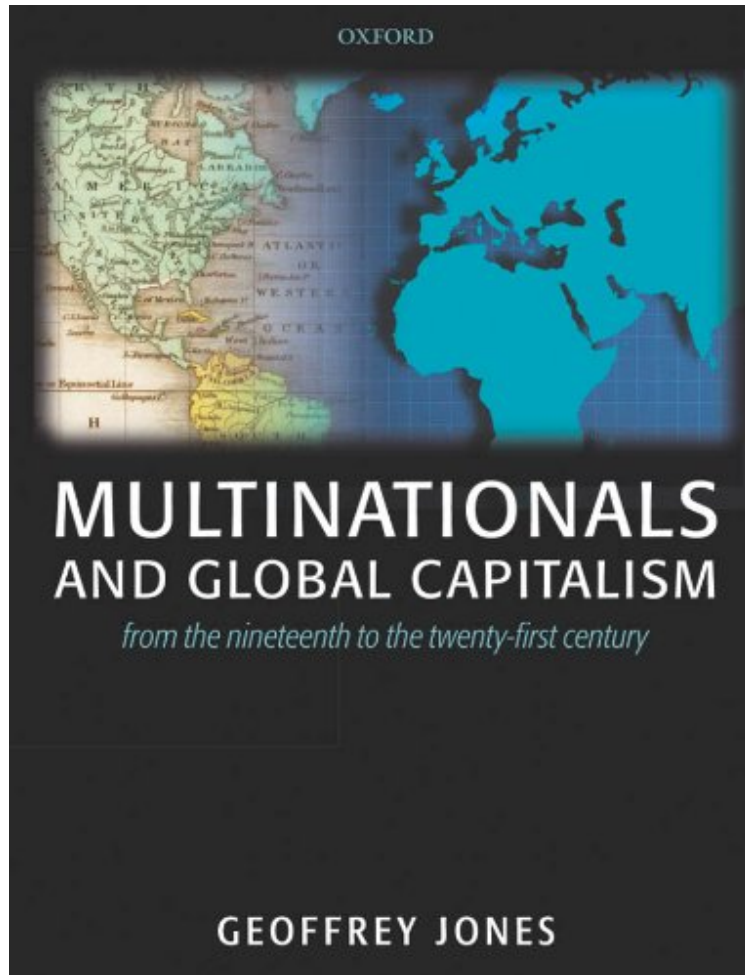


Multinationals and Global Capitalism: From the Nineteenth to the Twenty First Century

Geoffrey Jones

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Geoffrey Jones : Multinationals and Global Capitalism: From the Nineteenth to the Twenty First Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised Multinationals and Global Capitalism: From the Nineteenth to the Twenty First Century:

This book provides an essential historical framework for understanding global business. The author shows how entrepreneurs built a global economy in the nineteenth century by creating firms that pursued resources and markets across borders. It demonstrates how firms shifted strategies as the first global economy disintegrated in the political and economic chaos between the two world wars, and how they have driven the creation of the contemporary global economy. Many of the issues of the global economy have been encountered in the past. This book reveals how

entrepreneurs and managers met the political, ethical, cultural, and organizational challenges of operating across borders at different times and in different environments. The role of multinationals is placed within their wider political and economic context. There are chapters on the impact of multinationals, and on relations with governments. The focus on the shifting roles of firms and industries over time provides compelling evidence on the diversity and discontinuities of the globalization process. The book explores the history of multinationals across a wide spectrum of manufacturing, service and natural resource industries. By providing an accessible survey of the history of international business worldwide, this book will be key reading for students taking courses in International Business, Business History, and Entrepreneurship; and of interest to academics and researchers working in these areas.

Based on three decades of significant studies on the practice and theory of multinational enterprise, Geoffrey Jones' *Multinationals and Global Capitalism* provides a stunning overview of the institution that shapes the destinies of national economies worldwide. Alfred D. Chandler Jr., Strauss Professor of Business History Emeritus, Harvard Business School At a time when the debate about globalization and multinationals has turned quite polemical, this compact volume on the multinational over the last two centuries provides a tour d'horizon that sheds light on an array of contemporary topics in international business: the role of arbitrage strategies in international business, the diversity of organizational forms adapted to deal with the challenges of operating across borders, and the effects of deglobalization, to name just a few. If you study--or teach--international business but know only a limited amount about its history, you should read this book. Pankaj Ghemawat, Jaime and Josefina Chua Tiampo Professor of Business Administration, Harvard Business School About the Author Geoffrey Jones is Professor of Business Administration at the Harvard Business School. He previously taught at the universities of Cambridge and Reading, and at the London School of Economics, in the U.K. He is the author and editor of many books and articles on the history of international business, including *British Multinational Banking 1830-1990* (OUP 1993) and *Merchants to Multinationals* (OUP 2000). He is a former President of both the European Business History Association and the Business History Conference of the United States, is co-editor of the journal *Business History*, and editor of the forthcoming *Oxford Handbook of Business History*.