

CONTENTS

<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>List of contributors</i>	xi
<i>Foreword by Mira Wilkins</i>	xiv

PART I

Introduction and context	1
1 Introduction to the makers of global business <i>Teresa da Silva Lopes, Christina Lubinski, and Heidi J.S. Tworek</i>	3
2 Origins and development of global business <i>Geoffrey G. Jones</i>	17
3 The making of global business in long-run perspective <i>Mark Casson</i>	35
4 International entrepreneurship and business history <i>Christina Lubinski and R. Daniel Wadhvani</i>	55
5 Gender, race, and entrepreneurship <i>Mary A. Yeager</i>	69

PART II

Institutions	93
6 Government and regulators <i>Neil Rollings</i>	95

- 7 Banks and capital markets
Youssef Cassis
- 8 The internationalization of executive education
Rolv Petter Amdam
- 9 Consultants and internationalization
Matthias Kipping

PART III

Organizational forms

- 10 Guilds
Catherine Casson
- 11 Merchants and the origins of capitalism
Sophus A. Reinert and Robert Fredona
- 12 Diaspora networks
Gijsbert Oonk
- 13 Trading companies
Michael Aldous
- 14 Co-operatives
Mads Mordhorst and Kristoffer Jensen
- 15 Business groups
Asli M. Colpan and Alvaro Cuervo-Cazurra
- 16 International business networks
Thomas David and Gerarda Westerhuis
- 17 Clusters as spaces for global integration
Valeria Giacomini
- 18 Global value chains
Jan-Otmar Hesse and Patrick Neveling
- 19 State-owned enterprises
Andrea Colli and Pasi Nevalainen

PART IV	
Industries	313
20 Global communications	315
<i>Heidi J.S. Tworek and Richard R. John</i>	
21 Electric power industry	332
<i>Álvaro Ferreira da Silva and Isabel Bartolomé Rodríguez</i>	
22 Healthcare industries and services	349
<i>Paloma Fernández Pérez</i>	
23 Insurance	363
<i>Niels Viggo Haueter</i>	
24 Entertainment and the film industry	377
<i>Peter Miskell</i>	
25 Automobiles	392
<i>Patrick Fridenson and Kazuo Wada</i>	
26 Manufacturing and the importance of global marketing	410
<i>Paula de la Cruz-Fernández</i>	
27 Luxury	424
<i>Pierre-Yves Donzé and Véronique Pouillard</i>	
28 Shipping	438
<i>Gelina Harlaftis</i>	
29 Global commodity traders	455
<i>Espen Storli</i>	
30 The global oil industry	467
<i>Marten Boon</i>	
PART V	
Challenges and impact	483
31 Political risks and nationalism	485
<i>Takafumi Kurosawa, Neil Forbes, and Ben Wubs</i>	
32 Imitation and global business	502
<i>Teresa da Silva Lopes, Andrea Lluch, and Gaspar Martins Pereira</i>	

- 33 Combating corruption
Ishva Minefee and Marcelo Bucheli
- 34 Multinational management
Robert Fitzgerald
- 35 Business and sustainability
Ann-Kristin Bergquist
- 36 Pollution and climate change
Raymond G. Stokes and Christopher W. Miller
- 37 The Great Divergence and the Great Convergence
Geoffrey G. Jones

Index

FIGURES

2.1	Globalization framework	17
9.1	McKinsey connecting with German CEOs in Baden-Baden	142
9.2	US manufacturing foreign direct investment in Europe	149
19.1	The determinants of SOMNE in three dimensions	296
19.2	General trends in state capitalism and ownership of state-owned multinationals in 2015	299
24.1	Number of international markets in which US distributors had offices, 1922–63	382
24.2	International orientation of film distributed by MGM and Warner Bros., 1951–63	385
24.3	Production origin of films released by MGM and Warner Bros., 1951–63	387
25.1	FDI inflows, global and by groups of economies, 1980–2006	395
25.2	The acceleration in regional trade agreements, 1955–2008	396
25.3	The distribution system of the finished IMV project cars	397
28.1	European maritime regions	440
28.2	The evolution of the European shipping firm	441
30.1	Crude oil price, 1861–2015	468
35.1	Carbon dioxide emissions from fossil fuels, 1751–2007	548
35.2	Waves of corporate environmentalism, 1960–2010	553

TABLES

- 2.1 World foreign direct investment as a percentage of world output, 1913–2010
- 3.a.1 Typology of physical infrastructure
- 3.a.2 Markets and other matching mechanisms
- 3.a.3 Norms, standards, and their enforcement
- 3.a.4 Institutions for knowledge discovery
- 8.1 Some examples of executive education programs, 1949–1968
- 9.1 Estimates of the world's largest consulting firms by revenue in 2013
- 9.2 The expansion of US management consultants in Europe in the 1960s
- 13.1 Typology of European firms involved in international trade, seventeenth to nineteenth centuries
- 13.2 Typology of firms operating in the nineteenth century Anglo-Indian trade
- 13.3 Number of trading companies and value of the Anglo-Indian trade, 1813–1868
- 14.1 Tensions within the co-operative sector
- 15.1 Business groups and other multi-unit enterprises
- 15.2 Ranking of the largest publicly traded Turkish firms that appear in the Forbes Global 2000 list, 2017
- 15.3 Internationalization of Turkish business groups, 2007
- 15.4 Ranking of Turkish multinationals, 2007
- 19.1 Differences between the old and new models of SOE
- 19.2 The objectives and principles of the state's ownership policies in the 1990s and 2000s, Finland
- 19.3 SOMNEs in 2017: geographic distributions
- 19.4 How the factors determining SOEs were seen at different levels
- 21.1 Foreign assets of electric utilities holdings, 1929 and 1937
- 21.2 Some data on world electrification in 1932
- 22.1 Internationalization of large healthcare companies in selected countries, 2017
- 24.1 The global evolution of American film distributors – an explanatory framework
- 28.1 The top shipping fleets of the world according to registry and beneficial ownership, 2015
- 28.2 World's largest fleets 1880–2000