



# Entrepreneurship and Multinationals: Global Business and the Making of the Modern World

*Geoffrey Jones*

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# Entrepreneurship and Multinationals: Global Business and the Making of the Modern World

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**Entrepreneurship and Multinationals: Global Business and the Making of the Modern World** Geoffrey Jones

This book explores the roles played by entrepreneurship and multinational enterprises in the development of the modern global world. Through a combination of new and previously published essays charting business developments from the nineteenth century onward, the author demonstrates how multinational corporations have driven globalization through the transfer of innovation and cultural values. The chapters include studies of global industries and major corporations, including Beiersdorf and Unilever, and explore economic and corporate development in specific countries, such as India, Iran and Turkey. Merging rich historical evidence with discussion of the current state of global business, this book reveals how examining entrepreneurial activity and multinational strategies deepen explanations of historical and global patterns of wealth and poverty. It offers compelling new perspectives on current debates about globalization from one of the most prominent scholars in the field of business history. This volume will appeal to students and professors of economics, entrepreneurship, international business and history as well as anyone with an interest in understanding the past, present and future of globalization.

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