

# 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**

<b>Introduction and context</b>	<b>1</b>
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 Wadhwani</i>	55
5 Gender, race, and entrepreneurship <i>Mary A. Yeager</i>	69

## **PART II**

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

7	Banks and capital markets <i>Youssef Cassis</i>	109
8	The internationalization of executive education <i>Rolv Petter Amdam</i>	125
9	Consultants and internationalization <i>Matthias Kipping</i>	138
<b>PART III</b>		
	<b>Organizational forms</b>	<b>157</b>
10	Guilds <i>Catherine Casson</i>	159
11	Merchants and the origins of capitalism <i>Sophus A. Reinert and Robert Fredona</i>	171
12	Diaspora networks <i>Gijsbert Oonk</i>	189
13	Trading companies <i>Michael Aldous</i>	201
14	Co-operatives <i>Mads Mordhorst and Kristoffer Jensen</i>	217
15	Business groups <i>Asli M. Colpan and Alvaro Cuervo-Cazurra</i>	234
16	International business networks <i>Thomas David and Gerarda Westerhuis</i>	249
17	Clusters as spaces for global integration <i>Valeria Giacomini</i>	264
18	Global value chains <i>Jan-Otmar Hesse and Patrick Neveling</i>	279
19	State-owned enterprises <i>Andrea Colli and Pasi Nevalainen</i>	294

<b>PART IV</b>	
<b>Industries</b>	<b>313</b>
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>	
<b>PART V</b>	
<b>Challenges and impact</b>	<b>483</b>
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 <i>Ishva Minefee and Marcelo Bucheli</i>	516
34	Multinational management <i>Robert Fitzgerald</i>	530
35	Business and sustainability <i>Ann-Kristin Bergquist</i>	546
36	Pollution and climate change <i>Raymond G. Stokes and Christopher W. Miller</i>	564
37	The Great Divergence and the Great Convergence <i>Geoffrey G. Jones</i>	578
	<i>Index</i>	593