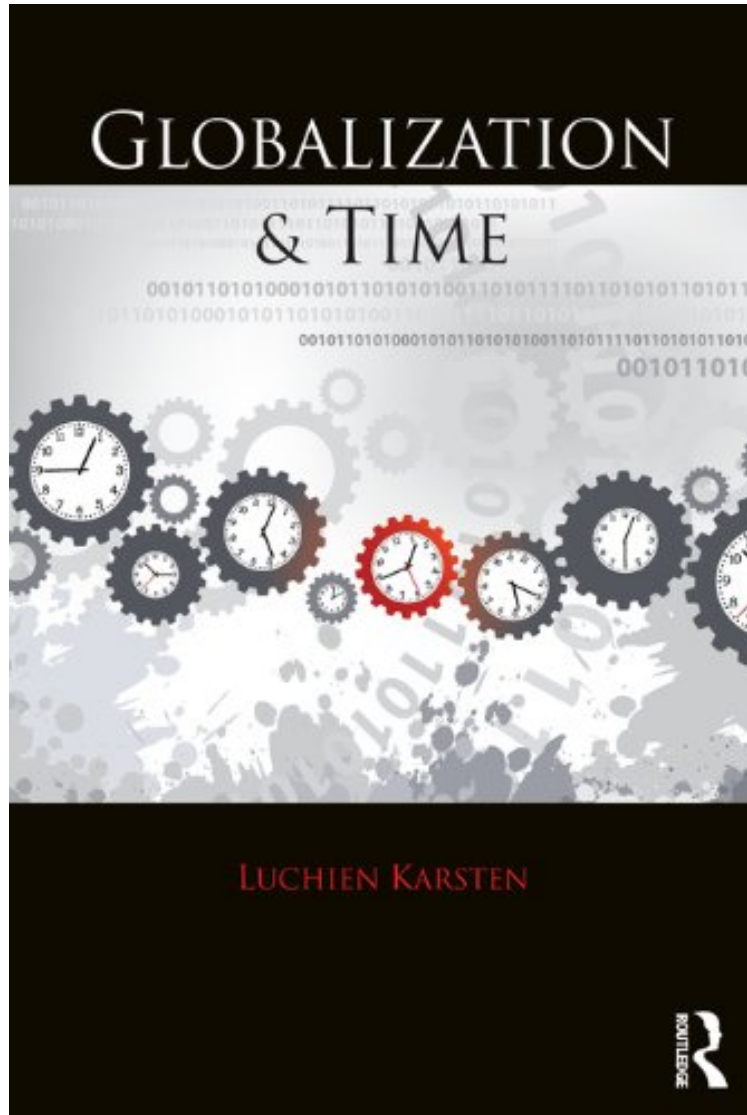


Globalization and Time

Luchien Karsten

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The process of globalization has brought about countless changes in societies, communities, regions and economies across the globe. It has been analyzed from many perspectives as a result and much has been written to muddy the waters of our understanding of this important concept. In going back to the real origins of the global economy, this book demonstrates that understanding this phenomenon as a, 'battle against time' will bring a new clarity to the

subject. The process of globalization was accompanied by the mastering of 'social time', thereby producing a progressive increase in the speed of business transactions, both in manufacturing and in services. The context is the development of international trade in western societies and the creation of business institutions to drive forward growth. The account takes a 'long view', beginning with early European exploration in the B.C. period, and ending with the establishment of multinational enterprises in the 20th century. Using an impressive range of sources this unique book will be valuable reading for students and academics involved with the study of international business, economic history, business history and politics, among other disciplines.

'This is valuable reading, helping the reader to understand the historical dynamics of the international economy during the last millennium, in order to achieve a more realistic view of globalization' - Andrea Colli, Bocconi University, UK
About the Author
Luchien Karsten is Professor of International Business and Management at the University of Groningen, the Netherlands, as well as visiting professor at many other institutions. His research interests focus on time and management, the transfer of management concepts and the history of changes in multinationals. He is a member of the editorial board of *Personnel* and the *South East Asian Journal of Management*