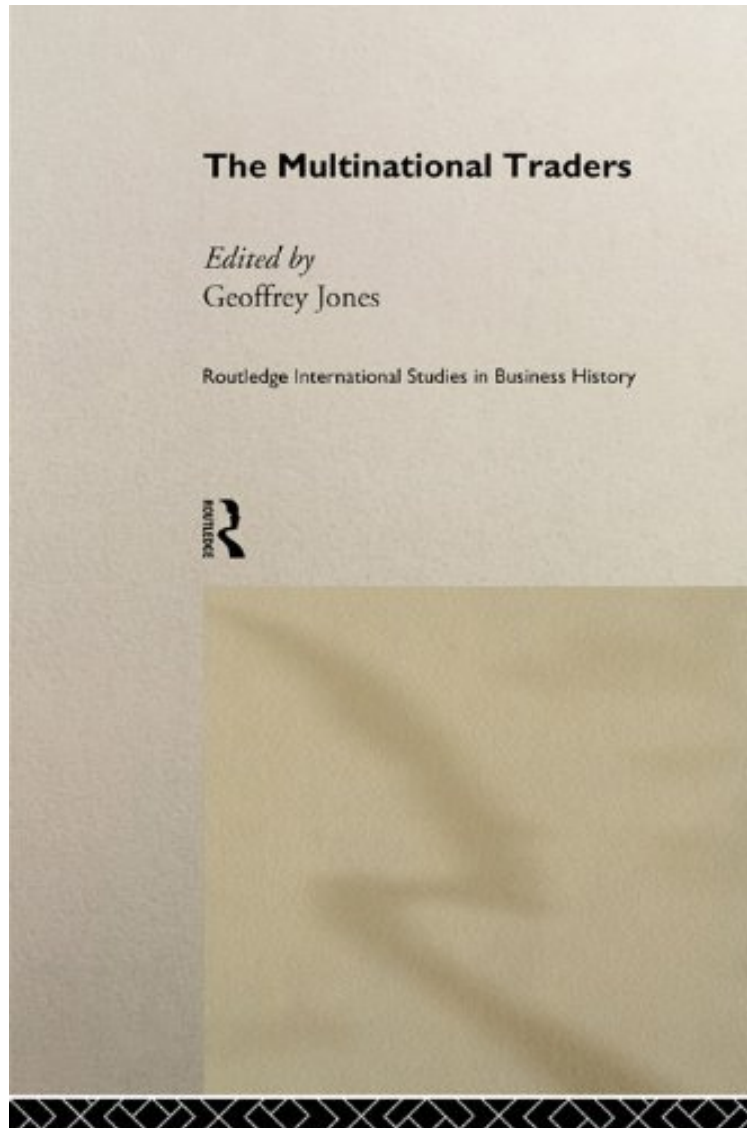


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The Multinational Traders (Routledge International Studies in Business History)

Geoffrey G Jones

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contributions from an international selection of US, European and Asian economists and business historians which demonstrate the importance of trading companies in trade and investment flows in the world economy from the nineteenth century to the present. The authors adopt evolutionary and comparative perspectives to examine diversification strategies and organizational structures. This innovative study provides a major new dimension to our knowledge of the history and theory of international business.

About the Author Geoffrey Jones is Isidor Straus Professor of Business History, Harvard Business School. He previously taught at the universities of Cambridge and Reading, and at the London School of Economics and Political Science, in Great Britain. --Author