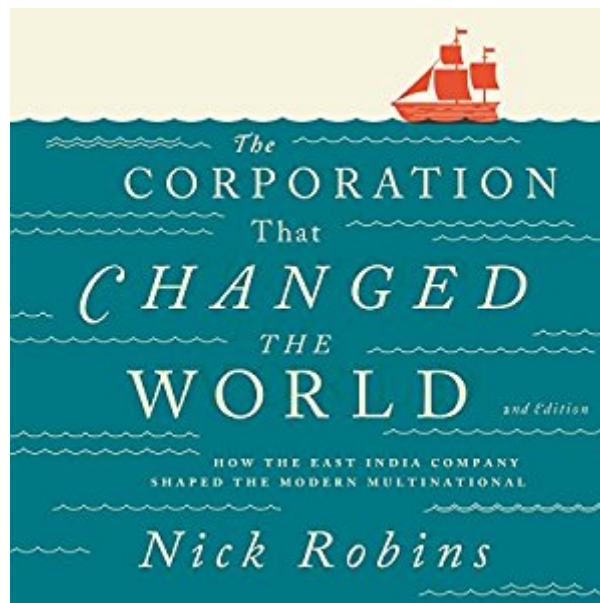




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The Corporation That Changed The World: How The East India Company Shaped The Modern Multinational



Synopsis

The English East India Company was the mother of the modern multinational. Its trading empire encircled the globe, importing Asian luxuries such as spices, textiles, and teas. But it also conquered much of India with its private army and broke open China's markets with opium. The Company's practices shocked its contemporaries and still reverberate today. The Corporation That Changed the World is the first book to reveal the Company's enduring legacy as a corporation. This expanded edition explores how the four forces of scale, technology, finance, and regulation drove its spectacular rise and fall. For decades, the Company was simply too big to fail, and stock market bubbles, famines, drug-running, and even duels between rival executives are to be found in this new account. For Robins, the Company's story provides vital lessons on both the role of corporations in world history and the steps required to make global business accountable today.

Book Information

Audible Audio Edition

Listening Length: 11 hours and 49 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Pluto Books Ltd trading as Pluto Press

Audible.com Release Date: May 17, 2017

Whispersync for Voice: Ready

Language: English

ASIN: B0714BC82J

Best Sellers Rank: #66 in Books > Audible Audiobooks > History > Asia #104 in Books > History > Asia > India #202 in Books > Audible Audiobooks > History > Europe

Customer Reviews

Could have used a lot more maps and diagrams of India conquests.

This is exactly the book you need if you want to find out about the East India Company. It is very detailed, very intriguing and highly addictive read. It spans the good, the bad and the ugly of the corporation that taught us about markets and supply and demand. Would highly recommend.

Although a bit dry this accurate reading on the East India company is a great example of how goods make it from point A to B and the many profits made by middlemen along the way. And of course

with a government backing (like the modern day wall street banks) makes it impossible to lose.

Great book

should be taught in school as a business 101 course.

A must read for a young entrepreneur.

Solid history of a global opener.

Interesting and well argued.

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