



## Entrepreneurship and Multinationals

### Global Business and the Making of the Modern World

Geoffrey Jones, Isidor Straus Professor of Business History,  
Harvard Business School, US

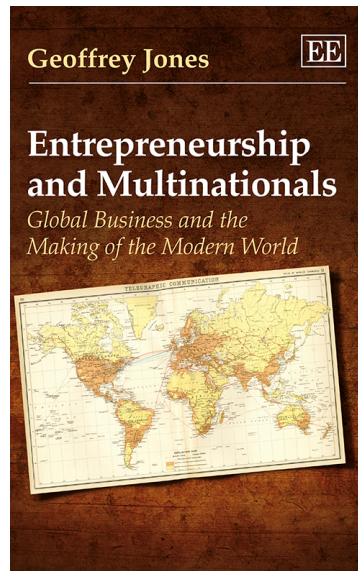
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development of the modern world. Geoffrey Jones  
demonstrates how multinational corporations have driven  
globalization through the transfer of innovation and cultural  
values.

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