



# The Corporation That Changed the World - Second Edition

*How the East India Company Shaped the Modern Multinational*

Nick Robins



Published October 2012

History / Asia

PB 9780745331959 £17.99

HB 9780745331966 £60

280pp 215mm x 135mm

5 photos, 2 figures, 3 maps

BIC codes: KCZ

Related titles:

*The Dutch Atlantic* by **Kwame Nimako**

9780745331072 / £19.99 / 2011

*People Without History* by **Jeremy Seabrook**

9780745331133 / £17.99 / 2011

*The Corporation That Changed the World* by **Nick Robins**

9780745325231 / £16.99 / 2006

*Invisible Giant - Second Edition* by **Brewster Kneen**

9780745319582 / £18.99 / 2002

- Updated and expanded edition of best-selling and widely acclaimed history of the East India Company

- Major launch event planned at the Maritime Museum in London

- Broadsheet and radio coverage expected including *The Times*, *Financial Times* and BBC Radio 4

- 'Elegantly written and sharply argued. Brings to life a crucial episode in the history of globalisation.' – *Sankar Muthu, Professor of Political Science, University of Chicago*

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 the Company's takeover of much of India was achieved by force and fraud; in China, the battering ram was opium. The East India Company's corruption and violence shocked its contemporaries and still reverberates today.

*The Corporation That Changed the World* is the first book to examine the Company's enduring legacy as a corporation. It uncovers the factors that drove it to excess and eventual collapse. This expanded edition looks at recent activist and cultural responses to the Company in China and India, and the corporate reform agenda in light of the economic crisis.

In his account of the Company's story Robins highlights enduring lessons on how to make global business accountable. This will be vital reading for students and academics in economics and history.

**Nick Robins** has more than 20 years experience in the policy and practical realities of corporate accountability. An historian by training, he currently works on sustainable and responsible investment in London, and has written for the *Financial Times*, *New Statesman* and *Resurgence*.

Acknowledgements

Lists of Tables, Figures, Maps and Illustrations

Chronology

Introduction

1 The Hidden Wound

2 This Imperious Company

3 Out of the Shadows

4 The Bengal Revolution

5 The Great East Indian Crash

6 Regulating the Company

7 Justice Will be Done

8 The Toxic Exchange

9 A Skulking Power

10 Unfinished Business

Epilogue

Notes

Index

What other items do customers buy after viewing this item? The Corporation That Changed the World - Second Edition: How the East India Company Shaped the Modern Multinational. Paperback. Nick Robins. He's clearly no socialist - he believes that corporations can and should be reformed and regulated into ethicality - but he has a really good understanding of the internal and external dynamics that affected both the EIC and corporations generally. One small whinge; I'm a relatively well educated person with a good knowledge of British history, but I still don't know the basic narrative of the EIC. I think the author more or less assumes that readers will know this, and he writes as if much of the chronology is familiar to his audience, even though it's clearly a book for the GE (GE) changed the world in not one or two, but three big ways. Guided by Thomas Edison, founder of the predecessor company Edison General Electric, it brought electricity and light bulbs to America and the world. That alone would be enough to put GE high up on our list, but there's more. Transformation No. 2 was creating America's first research lab. No. 3 was building an elaborate system of management development, a new idea at the advent of the giant corporation, that has guided companies around the world for over a hundred years. Geoff Colvin. Photograph by Welgos/Getty Images. See 1 question about The Corporation That Changed the World | Lists with This Book. Dungeconomics. INDIA WAS QUITE INDUSTRIOUS - The Indian subcontinent was then the workshop of the world, accounting for almost a quarter of global manufacturing output in 1750, NOT SO MUCH TRADE WITH INDIA, MORE LIKE THEFT - Your trade from hence may be considered more as a channel for conveying your revenues to Britain, than as only a mercantile system. INDIA 'GOT SCREWED' - Burke described this model of exchange as "Intercourse" for it is not Commerce, with India suffering what is tantamount to an Annual Plunder of its Manufactures and its Produce to the Value of Twelve hundred thousand Pound