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The Box explains how
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globalization was

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politicians agreeing to
cut trade tariffs and

quotas, but by the

humble shipping

container."--David

Smith, The Sunday

Times (London)

"Ingenious analysis of

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phenomenon of
containerism." -- Stefan
Stern, Financial
Times [See full review
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smoothly written
history of the ocean
shipping container...

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The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger. In April 1956, a refitted oil tanker carried fifty-eight shipping containers from Newark to Houston. From that modest beginning, container shipping developed into a huge industry

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that made the boom
in global trade
possible.

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The Box: How the
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Economy Bigger is a
non-fiction book by

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Marc Levinson

charting the historic
rise of the intermodal

container (shipping
container) and how it

changed the
economic landscape

of the global
economy. The New

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smart, engaging

book".

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From that modest beginning, container shipping developed into a huge industry that made the boom in global trade possible. The Box tells the dramatic story of the container's creation, the decade of struggle before it was widely adopted, and the

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Shipping economic
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smaller
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How we got from the
random-pack chaos to
container order is the

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World Smaller and the
World Economy
Bigger, by Marc
Levinson (Princeton
University Press, 1st
edition, 2006).
Levinson, an
economist and writer,
is interested in three
themes: how
transportation

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technology evolves,
the importance of
innovation,
the connection between
transportation costs
and economic
geography (‘‘who
makes what where’’).

~~Book Review: "The
Box: How the
Shipping Container
Made the ...~~

The Box by Marc

Page 21/40

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Levinson (no relation, despite the fact he too writes books on transportation) is a new book on the history of container shipping. It is a fascinating account of this method of shipping's birth in multiple places, but primarily fostered by Malcom McLean, through its growth and

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expansion, driving the
evolution of both the
ships that containers
sail on as well as the
ports at which they
are transferred.

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~~III~~
The Box was painted
in a special BBC paint
scheme and was

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Shipping after the book
The Box: How the
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Made the World
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Economy Bigger,
which covers the
effects of
containerisation. The
project was assisted
by the Container
Shipping Information
Service .

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~~BBC Box - Wikipedia~~

The Box explains how the modern era of globalization was made possible, not by politicians agreeing to cut trade tariffs and quotas, but by the humble shipping container." --- David Smith, The Sunday Times

The Author

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Access PDF The Box How The Shipping Container Made the World Smaller ...

It is the subject of an excellent book I read this summer called *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger*, by a former Economist editor named Marc Levinson. *The Box* is

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Shipping about

globalization, but

there is also a larger
story here that

touches on business

and philanthropy

more broadly.

~~Innovation, disruption,~~

~~and progress: what do~~

~~vaccines ...~~

Lego re-creation .

Ship-spotting the BBC

Box at the Port of Los

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Angeles (click photo
for source).

Descriptions. How a
shipping container
can tell the story of
global trade (Source:
Anon 2012a, no link)..

BBC News followed a
shipping container for
a year to tell stories of
globalisation and the
world economy

(Source: Anon 2012a,
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The Box: How the
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Second Edition with a
new chapter by the
author: Levinson,
Marc:

9780691170817:

Amazon.com: Books.

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It was based on the simple concept of a metal transportation box of a standard size the shipping container and a system of specialist cranes and ports built to handle them. McLean's

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~~How the shipping
container created
today's global
economy ...~~

Yet Levinson knew
that the subject of The
Box was actually a
launch point for a
larger story: how
containers
standardized
shipping, drove

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Shipping to change

how and where they

manufactured their

goods, and,

ultimately,

accelerated

globalization. When it

was published, the

craze for bigger ships

and deeper ports was

at its zenith; there

seemed to be no limit

to the consumer demand

for stuff.

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~~The sinking fortunes
of the shipping box
strategy business~~

The Box: How the
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Economy Bigger. The
Box. : Marc Levinson.
Princeton University
Press, May 20, 2010 -
Business &
Economics - 400

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pages. 12 Reviews. In April 1956, a refitted oil tanker carried fifty-eight shipping containers from Newark to Houston. From that modest beginning, container shipping developed into a huge industry that made the boom in global trade possible.

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The Box tells the dramatic story of the container's creation, the decade of struggle before it was widely adopted, and the sweeping economic consequences of the sharp fall in transportation costs

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that containerization brought about. But the container didn't just happen.

Smaller And

~~The Box | Princeton University Press~~

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