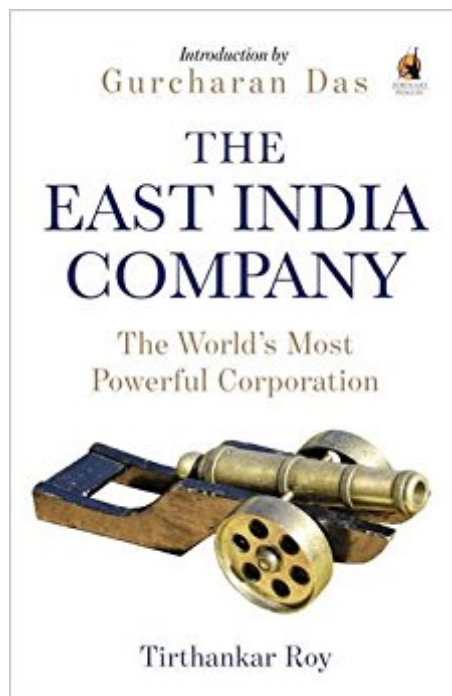




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The East India Company: The World's Most Powerful Corporation



Synopsis

This groundbreaking study examines how the East India Company founded an empire in India at the same time it started losing ground in business. For over 200 years, the Company's vast business network had spanned Persia, India, China, Indonesia and North America. But in the late 1700s, its career took a dramatic turn, and it ended up being an empire builder. In this fascinating account, Tirthankar Roy reveals how the Company's trade with India changed it and how the Company changed Indian business. Fitting together many pieces of a vast jigsaw puzzle, the book explores how politics meshed so closely with the conduct of business then, and what that tells us about doing business now.

Book Information

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Customer Reviews

The East India Company is an interesting inspection of how a colonial company defined the way we do business today --BusinessWorld
One of the first major attempts to tell the company's story from an Indian business perspective --Financial Express

Tirthankar Roy teaches economic history at the London School of Economics and Political Science. His book *The Economic History of India 1857-1947*, now in its third edition, has changed the way Indian economic history is studied and taught worldwide.

Good one but a lot of economic jargons which is understandable considering the genre of the book. Anyways a good perspective on The East India Company without digressing into the arena of

British Rule of India!

As an outline is was OK, but it need fleshing out

Indian history recounted in simple manner.Worth reading for all students of India's history. East India probably is first MNC in world.

This is a very good history of the time period. Even though the focus is economics, it covers some political history too. It does not waste words, which is refreshing.

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