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Know How The World Smaller

How a Wind Up Music Box  
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Shipping

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 (London)  
"Ingenious analysis of the phenomenon of containerism."--Stefan Stern, Financial Times [See full review <http://bit.do/TheBox-FT-Stern>] "This is a smoothly written history of the ocean shipping container..."

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~~The Box: How the Shipping  
Container Made the World  
Smaller ...~~

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 that made the  
boom in global trade  
possible.

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Smaller and the World Smaller  
Economy Bigger is a non-fiction book by 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 York Times called it "a smart, engaging book".

~~The Box (Levinson book) —  
Wikipedia~~

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,

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the decade of struggle before it was widely adopted, and the sweeping economic consequences of the sharp fall in transportation costs that containerization brought about.

~~The Box: How the Shipping  
Container Made the World  
Smaller ...~~

How we got from the random-pack chaos to container order is the subject of *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger*, by Marc Levinson (Princeton University Press, 1st edition, 2006). Levinson, an economist and writer, is

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interested in three themes:  
how transportation  
technology evolves, the  
importance of innovation,  
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 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

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

~~The Box: How the Shipping Container Made... book by Marc ...~~

The Box was painted in a special BBC paint scheme and was named after the book *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger*, which covers the effects of containerisation. The project was assisted by the Container Shipping Information Service .

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## Made The World Smaller

~~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 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

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is mostly about globalization, but there is also a larger story here that touches on business and philanthropy more broadly.

## Author

~~Innovation, disruption, and  
progress: what do vaccines~~

...

Lego re-creation . Ship-spotting the BBC Box at the Port of Los 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, np link).

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Made The World Smaller

~~Follow the Things | Shipping  
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The Box: How the Shipping  
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Smaller and the World

Economy Bigger - Second  
Edition with a new chapter  
by the author: Levinson,  
Marc: 9780691170817:

Amazon.com: Books.

~~The Box: How the Shipping  
Container Made the World  
Smaller ...~~

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.

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McLean's company, . . .

~~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 companies 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 consumer demand for stuff.

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

The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger. The Box. :

Marc Levinson. Princeton University Press, May 20, 2010 - Business & Economics - 400 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.

~~The Box: How the Shipping~~

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~~Container Made the World  
Smaller . . .~~

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

~~The Box | Princeton  
University Press~~

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