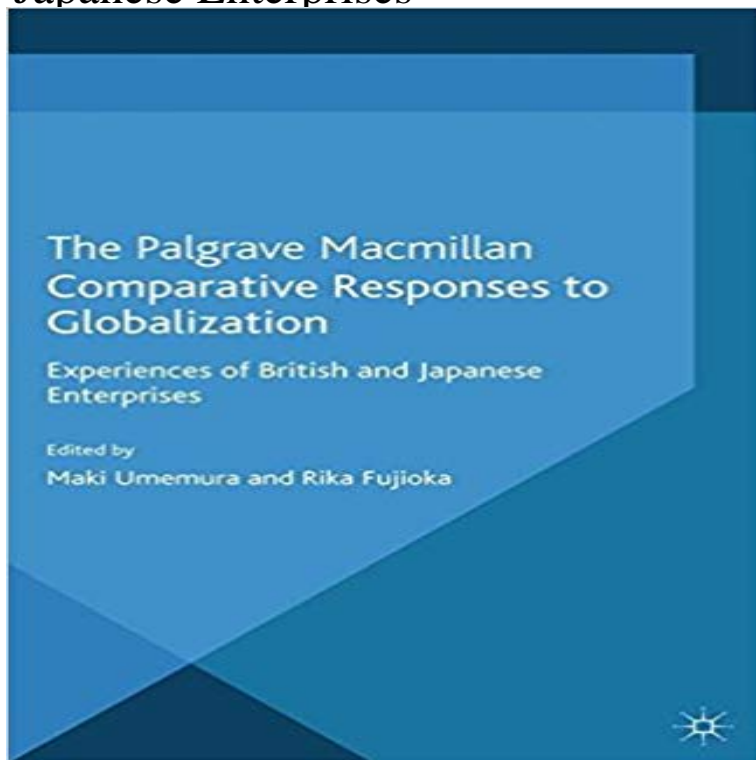


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Explores how British and Japanese firms have responded to globalization from a long-term perspective. Incorporates studies from the 18th century and sheds light on the impact of the institutional setting, the influence of government and entrepreneurs, and the weight of historical contingency in conditioning firm responses to globalization.

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