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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..."

~~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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The Box: How the Shipping Container Made the World Smaller and the World 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, 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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~~The Box: How the Shipping Container  
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~~Editor With The New Chapter~~

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 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  
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The Box by Marc Levinson (no



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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 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

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

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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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The Box: How the Shipping Container  
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~~The Box: How the Shipping Container  
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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 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  
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Economy Bigger. The Box. : Marc  
Levinson. Princeton University Press,  
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- 400 pages. 12 Reviews. In April  
1956, a refitted oil tanker carried fifty-  
eight shipping containers from Newark  
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The Box tells the dramatic story of the  
container's creation, the decade of  
struggle before it was widely adopted,

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and the sweeping economic consequences of the sharp fall in transportation costs that containerization brought about. But the container didn't just happen.

## By The Author

~~The Box | Princeton University Press~~

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