

Navigating Nationalism in Global Enterprise

Navigating Nationalism in Global Enterprise analyzes the role of nationalism in global business strategy, showing how multinationals act not just as drivers of globalization but also as sophisticated operators in a world of nations. Using the case study of German companies in colonial and post-colonial India, Christina Lubinski traces how nationalism's influence on business competitive strategies changed over the twentieth century and across major political turning points, such as two world wars and India's transition to independence. She highlights how national imaginings are both relational because they derive from comparisons with other nations, and historical because they mobilize the past to legitimize future aspirations. Lubinski stresses that learning from the past is how multinationals engage strategically with the content of nationalism – that is, a nation's history, aspirations, and relationships with other nations. In India, German companies' competitiveness was continuously dependent on navigating nationalism and on understanding that nationalism and globalization are inextricably linked.

Christina Lubinski is Professor of Business History at Copenhagen Business School. Her previous publications include *The Routledge Companion to the Makers of Global Business* (2020) and *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization* (2013). She was awarded The Henrietta Larson Article Award (2015) and Oxford Journals Article Prize (2013).

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The world economy has experienced a series of globalizations in the past two centuries, and each has been accompanied and shaped by business enterprises, their national political contexts, and new sets of international institutions. *Cambridge Studies in the Emergence of Global Enterprise* focuses on those business firms that have given the global economy many of its most salient characteristics, particularly regarding how they have fostered new technology, new corporate cultures, new networks of communication, and new strategies and structures designed to meet global competition. All the while, they have accommodated changes in national and international regulations, environmental standards, and cultural norms. This is a history that needs to be understood because we all have a stake in the performance and problems of global enterprise.

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Navigating Nationalism in Global Enterprise

A Century of Indo-German Business Relations

Christina Lubinski

Copenhagen Business School



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*To Sylvia
who believes as many as six impossible things before
breakfast ... and taught me to always try*

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