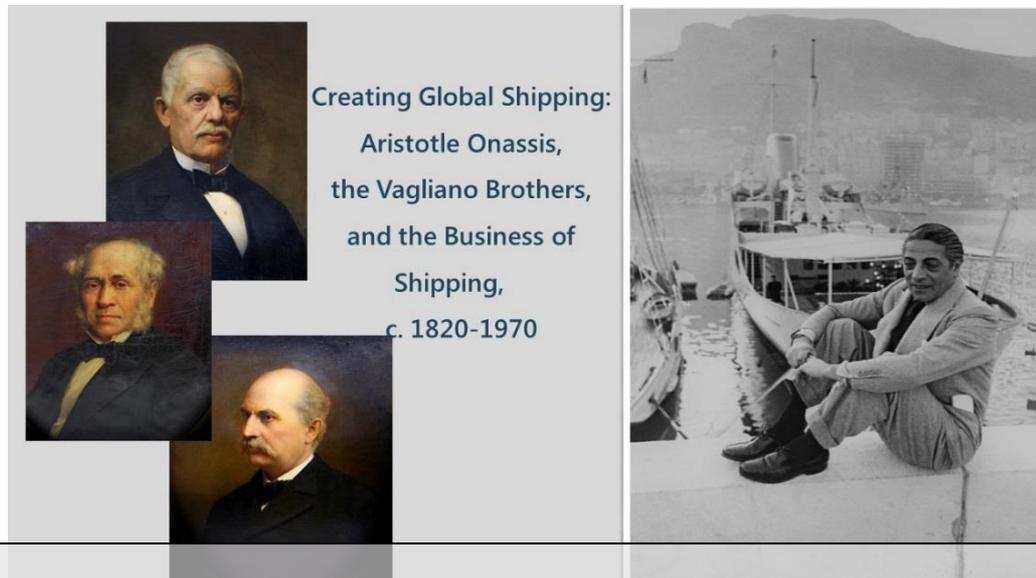




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ΙΝΣΤΙΤΟΥΤΟ ΤΗΣ ΔΑΝΙΑΣ ΣΤΗΝ ΑΘΗΝΑ  
THE DANISH INSTITUTE AT ATHENS

The Danish Institute at Athens  
is pleased to invite you to



**Book Launch : Creating Global Shipping (Cambridge University Press)**  
by **Gelina Harlaftis, Professor at the University of Crete and Director of the Institute for Mediterranean Studies -FORTH**

**Discussant: Martin Jes Iversen, Associate Professor and Vice Dean at Copenhagen Business School)**

Tuesday 3rd of December at 19.00  
in the auditorium of the Institute, Herefondos 14A, Plaka, Athens

This book aspires to tell a new story : how Greeks made global shipping business through the study of two Greek shipping firms, a prime example of the regional European maritime businesses that evolved to serve Europe's international trade and eventually global economy. The Vagliano Brothers managed to do this on a local, regional, national and international basis in the nineteenth century. Aristotle Onassis made it global in the twentieth century. The Vagliano Brothers, though generally unknown to the wider public, were the first Greek tycoons of the nineteenth century comparable to the Schröders and the Rothchilds. Aristotle Onassis, a more recognizable name, was the quintessence of a twentieth century shipping tycoon. Both the Vagliano Brothers and Aristotle Onassis left assets of \$2,5 billion each (in 2018 values) when they died. These two firms contributed to the process of global economic integration by inventing and re-inventing Greek and ultimately European southern and northern maritime tradition. Because this is not only the story of the Greeks. It can also be read as the history of the evolution of the European maritime tradition.

Please note that the discussant Martin Jes Iversen will be giving a talk to the Greek Economic History Association on “A Business History of Danish Capitalism: Four Variations of Market Systems from the 1850’s to the 2000’s”. The talk will take place on Monday December 2, 2019 at 17:00 at the National Research Institute of Greece.