

1-16-2014

# The shipping container: so simple yet so powerful

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## Recommended Citation

Hemesath M. 2014 Jan 16. The shipping container: so simple yet so powerful [blog]. Quad 136. [Accessed 2017 Feb 23]. <http://blogs.csbsju.edu/mhemesath/2014/01/16/the-shipping-container-so-simple-yet-so-powerful/>.

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## Quad 136

### The Shipping Container: So Simple Yet So Powerful

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## The Shipping Container: So Simple Yet So Powerful

There's an interesting little economics story in the [Atlantic](#) on the way something as simple as the shipping container can lead to major improvements in the standard of living of people all around the world.

When looking at technological change as a source of economic growth, there is a natural tendency to focus on high tech changes like the transistor, integrated circuits and the internet, but apparently simple things can have a tremendous impact on well-being too.

For those who are particularly taken by the shipping container (maybe a very select group!), there is a whole book on the subject, *[The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger](#)*, by Marc Levinson.

January 16th, 2014 | Categories: [Economics](#) | | [0 Comments](#)

### About the

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Michael Hemesath is the 13th president of Saint John's University. A 1981 SJU graduate, Hemesath is the first layperson appointed to a full presidential term at SJU. You can find him on Twitter [at] [PrezHemesath](#).